

MAGAZINE
Section



Photo courtesy Canada Department of Resources and Development

BREATH-TAKING BEAUTY

This striking picture, actually taken in Canada's Waterton Lakes National Park, could be duplicated many times among the mighty peaks of the High Sierra, often within a day's motoring of Long Beach.

Strong-hearted chinchilla breeders of Long Beach, with an investment averaging \$10,000 each, have started a

Million Dollar Club!

By Hank Hollingsworth

A\$1,000,000 CLUB started a month ago in Long Beach.

Among its 100 members are a police matron, construction worker, gardener, barber, marshal, boat builder and bank official—a generous cross section of Long Beach life.

The club, in which each member averages a \$10,000 investment, is Long Beach Chinchilla Group. The average member has five pairs of chinchillas and, with each pair retailing for \$2000, the minimum investment of \$10,000 is realized.

Long Beach residents got together and formed their club to exchange ideas and advance this young, expensive and (they're keeping fingers crossed) profitable industry.

Actually, the first chinchillas to invade the United States

landed at near-by San Pedro. In 1923, Mathias F. Chapman, an American engineer, brought 11 chinchillas from the Andes Mountains in South America. Unloaded at San Pedro, the precious cargo was shipped to Inglewood, where the world's original chinchilla farm still stands.

Four years earlier, Chapman was working in the Andes when he was approached by an Indian laborer with an old can which contained a live chinchilla. Realizing here was something thought to have been extinct many years, Chapman purchased the animal, then organized an Indian party to search for others.

The search continued fruitlessly for years. In 1923, however, the party located a colony of 11 chinchillas. Chapman had difficulty getting the animals past South American authorities, but eventually he brought them to San Pedro, bred them, sold them to other breeders and launched what is now a medium-sized industry.

Today, over 5000 chinchilla ranchers are in the U. S. A. Herds total 130,000 animals. Ranchers sell breeding stock for \$2000 per pair and sometimes for as much as \$3200.

CHINCHILLA FUR is in a peculiar position beside mink and sable, coats of which sell for \$50,000. However, less than three dozen chinchilla coats are worn today! That's because from 100-200 pelts are needed to make a coat and few pelts are for sale because ranchers aren't ready yet to part with any valuable breeding stock. Although the demand is terrific, only pelts of those which die of natural causes reach the market.

Chinchilla fur is in demand because it cannot be imitated and is extremely light. While most fur contains a single hair growing from each root, chinchilla has 80 fibres from each hair and, thus, cannot be imitated. The fur is so light a full-length coat weighs only three pounds. It's the only top grade fur which is so light it doesn't pull the fabric when used as a trim on sheer evening gowns, so chinchilla has a tremendous market all to itself.

The animals themselves are not vicious and can be handled easily with bare hands. A chinchilla is a cross between a rodent and squirrel and has incredibly thick, soft fur. The animal was named after the Chincha Indians by the Spaniards in the 16th Century.

So accustomed did he become to the wastelands of the southwest that he was said by his contemporaries not only to eat the food of Indians but even to "squat like an Indian" before his campfire.

Spanish kings were the first to realize chinchilla fur was a luxury and demanded chinchilla coats.

Very soon after his arrival in California, Garces energetically set out on new explorations. From the Colorado River, he pushed through the mirages and heat devils of the Mojave Desert, finally making his way through what is now Apple Valley, and down Cajon Pass.

NEXT, he pushed into the broad San Joaquin Valley. He reported to Spanish authorities the agricultural potentialities of that now rich

desert Capt. Hernando Alarcon which discovered and named the Colorado River. Crossing the sprawling stream, he helped explore present-day Imperial Valley. These explorations became important background when the Juan Bautista de Anza expedition of 1771 made the first overland trip from near Tucson to Mission San Gabriel in Southern California. Garces went along as guide.

Padre Garces' love of the Indians led him and a group of Franciscans to establish, in 1781, two missions on the California side of the Colorado River near present-day Yuma. Ironically, circumstances led to an Indian uprising, and in the ensuing massacre Francisco Hermenegildo Garces was killed.

So ended the life of the trail-blazing priest who opened desert trails to California.

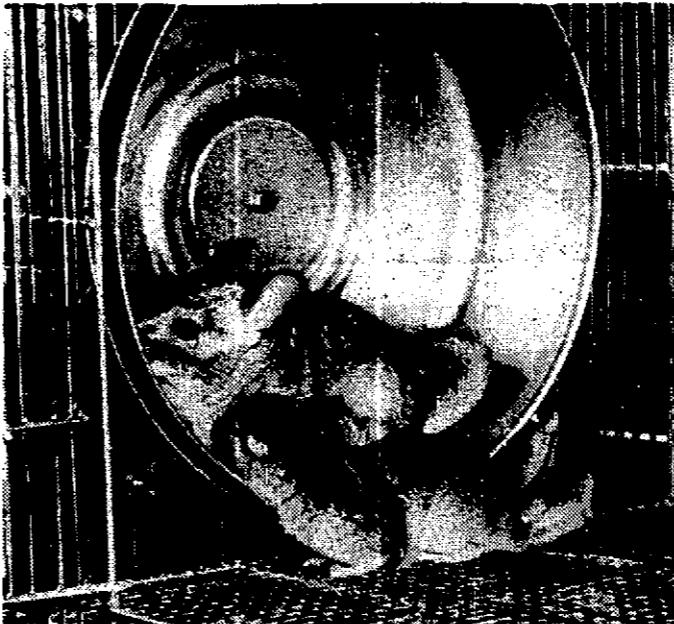
AHARDY ANIMAL, the chinchilla requires no elaborate housing. Long Beach owners keep their chinchillas

in garages, basements or a back porch.

Vermin-free, the chinchillas

have no unpleasant odors. Oddly, females are larger and more aggressive. They breed from six to 10 months of age and their gestation period is 111 days. Average litter is two babies, with an average of two births per year.

Although weighing only one ounce at birth, the chinchilla is



As mama prepares to take a spin in a whirligig, the baby chinchillas scurry to her side for protection.



Photo by H. Nease Corp.

Fewer than 36 chinchilla coats are worn today. Recently, one sold to Egypt's queen mother for \$100,000.

Trail-Blazing Priest

By Hugh Francis

FEW EXCEPT STUDENTS of the early west will recognize his name but had it not been for Francisco Hermenegildo Garces, the settlement of California might have been delayed years, even decades. For it was the vision and courage of this intrepid padre which blazed new trails into the heat-choked southwestern desert and proved that the Golden State could be reached overland rather than from difficult sea routes.

A huge statue of Padre Garces stands in a traffic circle north of the business section of Bakersfield. Indeed, Bakersfield itself is a monument to Garces, for the Spanish priest was the first white man to set foot in the great San Joaquin Valley surrounding the city.

Little is known of the early life of Garces, but it is a matter of record that in June, 1768, he became active at San Xavier del Bac, the beautiful mission which still stands just south of the modern Arizona city of Tucson.

The Jesuit order had been expelled from the area, and the Franciscans were eager to make a good missionary showing in the area. Hence, only two months after arriving at the mission, Garces set out on an exploratory journey for Indian converts.

The padre was a member of the party of Spaniards un-



Photo Courtesy Title Insurance and Trust Co.
Padre Hermenegildo Garces opened desert trails to California, established two missions in this state.

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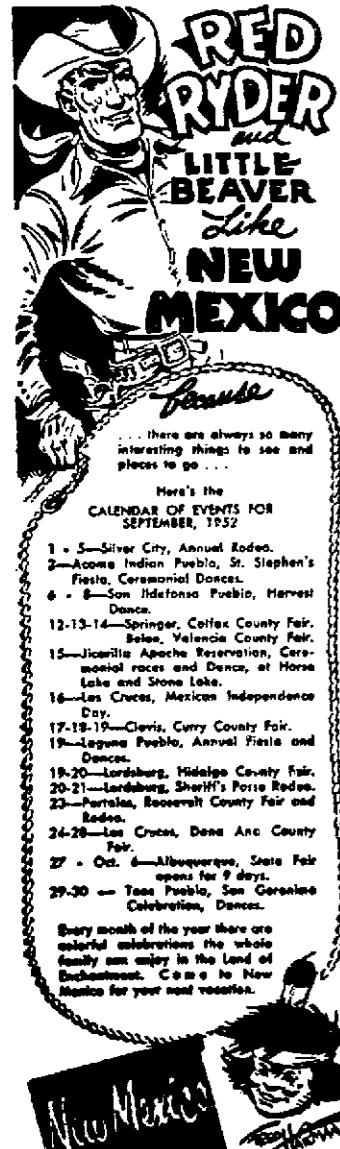


Photo by Jasper Nutter.

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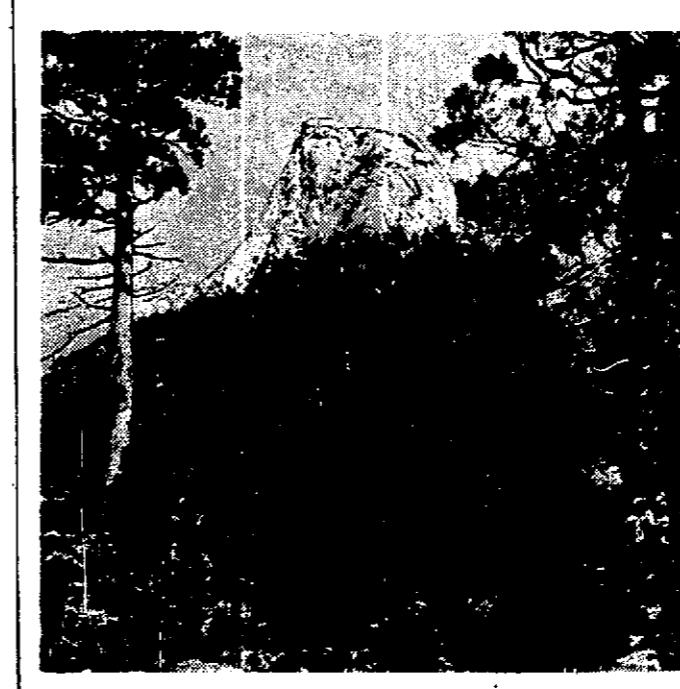
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Man-made Lake Fulmor lies deep in these pine-clad San Jacinto mountains, on the high-gear highway.

THIS WEEK IN
Southland

Sunday, August 17, 1952

Vol. 5, No. 30

BEYOND the reach of
the motor car, under
shadows of mighty
peaks are hidden gems of
scenic mountain vistas.



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FRED TAYLOR KRAFT
Magazine
Editor

Pacific Sunday
Magazine

Down to Ensenada

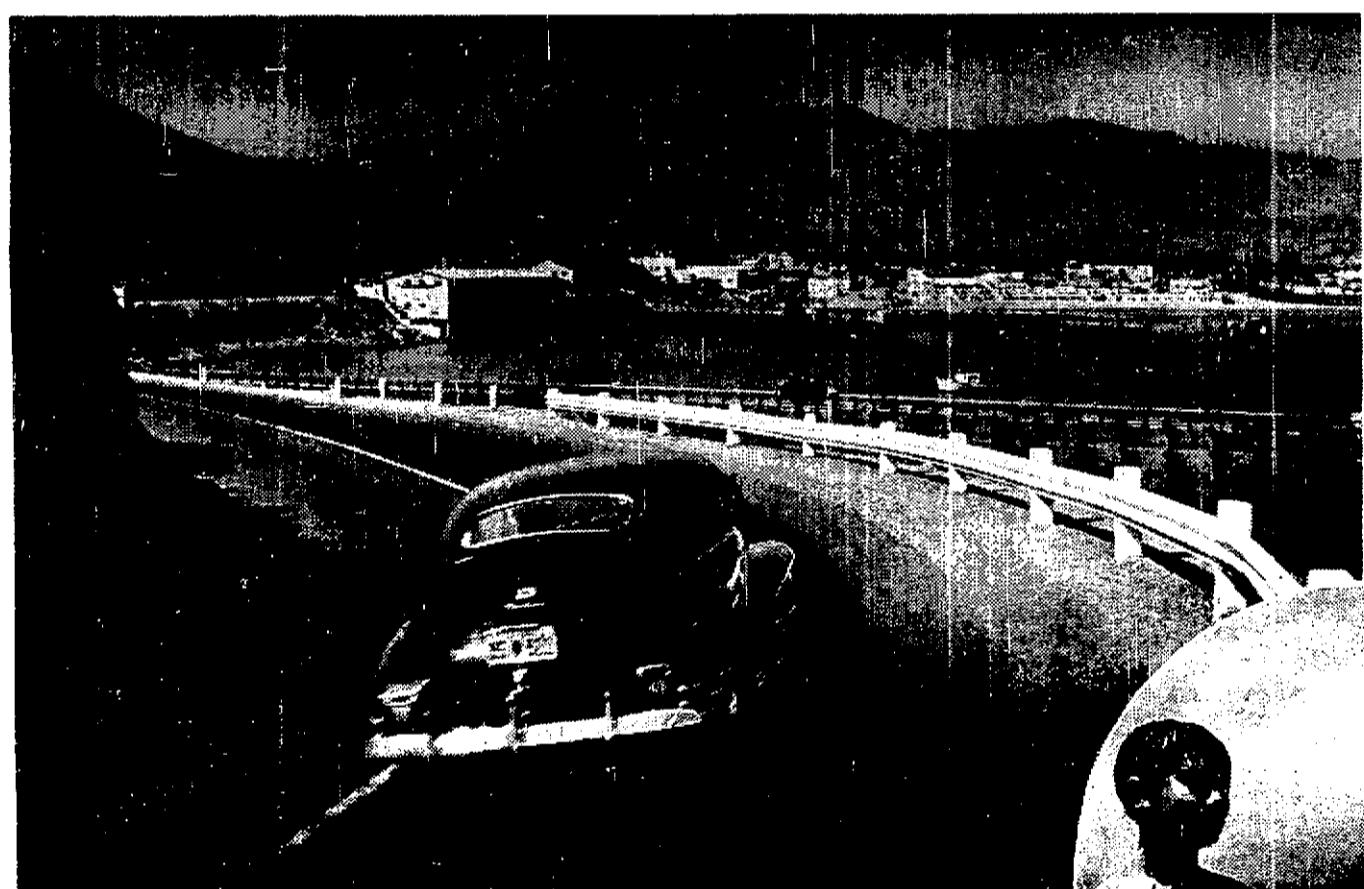


A visit to Ensenada, quaint and peaceful Mexican resort and fishing town on beautiful Todos Santos Bay, 80 miles below the border, is a delightful experience, whether the visitor is a casual weekender, a vacationist bent on rest and relaxation, or a fisherman out for surf casting or seeking bigger fish that abound in the offshore waters. Motorists will find paved road all the way from Long Beach through San Diego, Tijuana and along the coast of Baja California, extending a number of miles below Ensenada. U. S. Hwy. 101 gives smooth, scenic motoring to the border, where Mexico's Hwy. 1 takes over. Above, a view of U. S. 101 and the beautiful beach in the Torrey Pines sector, en route south, proving the Southland claim of having a coastline of incomparable scenic beauty.



—Photos by Edward Sievers, Ensenada, and the San Diego-California Club

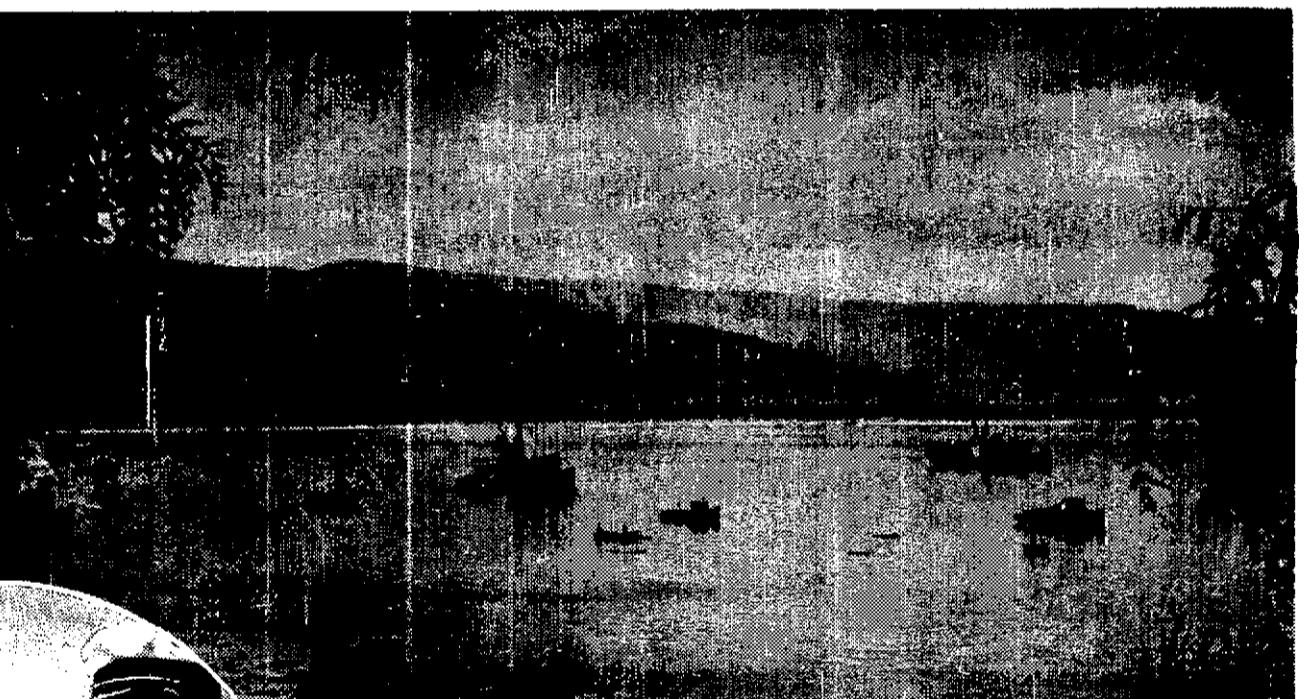
In Ensenada are many quaint shops which feature imports from other countries as well as Mexican handicraft. View above shows the central business district of Ensenada. The town may be reached easily in a two-hour trip from the border.



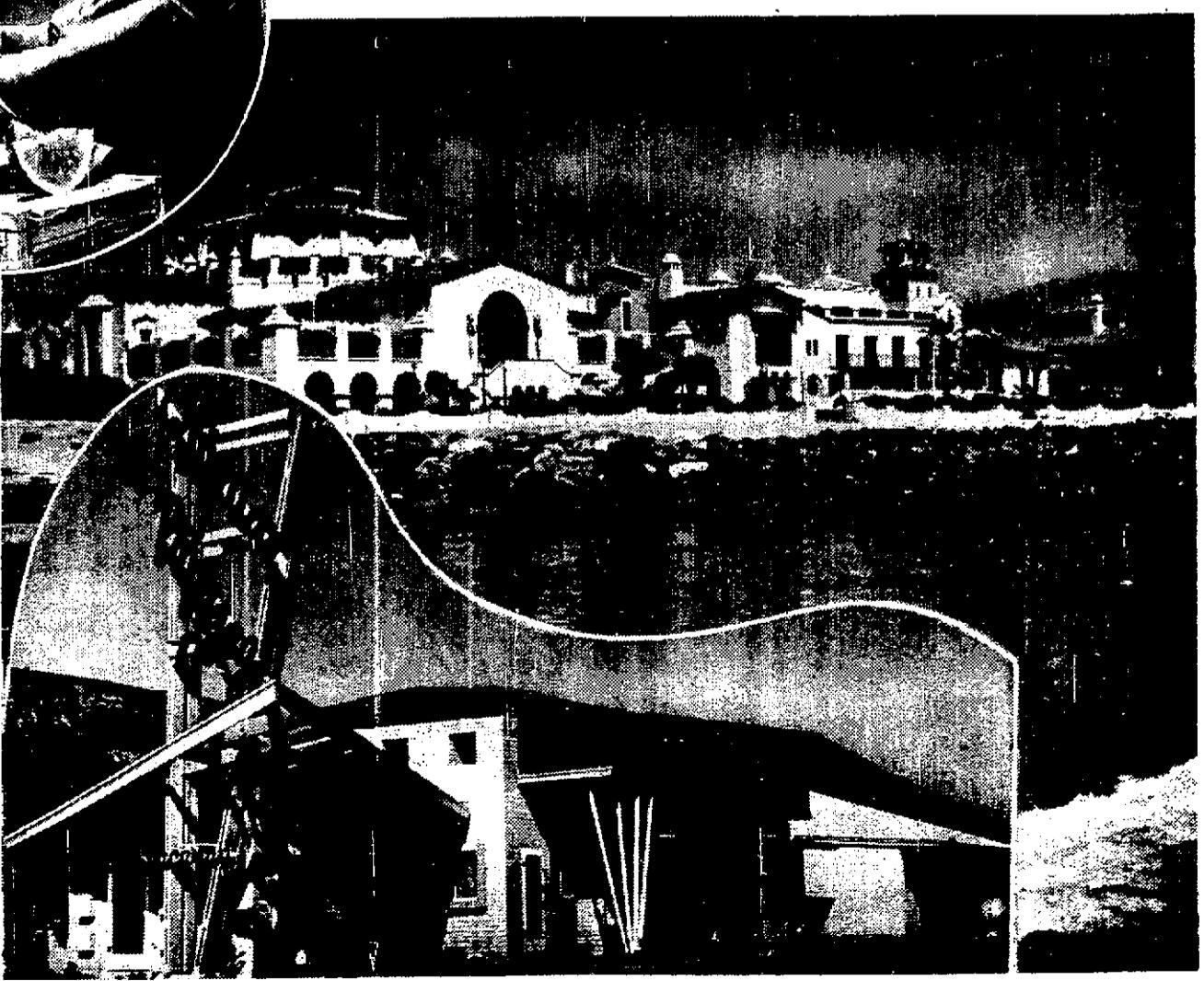
The highway from San Diego follows a spectacular stretch of beach and rolling countryside before rounding this curve into Ensenada proper.



Native fishermen prepare for day's work. Sports anglers may hire these boats, use charter or open power fishing craft, cast in the surf or try skin diving for abalones and lobsters.



Todos Santos Bay is picturesque and placid in this picture, framed by branches. Vendors peddle food, other wares on Ensenada streets (inset).



Modern and attractive hostels are available in Ensenada. Two examples are shown above. Top, the showplace Hotel Riviera Pacifico. Lower photo, Quintas Papagayo, a modern motel.

Make Tangy Pickles at Home

By Mildred K. Flanary

TANGY PICKLES perk up taste buds like almost no other food, and flavorful pickles can be made at home. Pickling at home is easy to do when quick-pickling methods are used.

Home pickling entails use of distilled white vinegar both as a flavoring and as a preservative. This method does away with much that was tedious and time consuming in traditional recipes. Instead, fresh vegetables and fruits are cleaned and cut, then, without brining, they're popped into the preserving kettle where they simmer in less liquid, for a shorter time, than pickles ever did before.

Just a warning: When you try this quick-pickling method, you'll probably discover that your pickles and relishes have a milder flavor than is commonly desired. But, and here is the key to the system, the pickles continue to ripen and mature in flavor after they are sealed and set aside in storage. By the time you want to use them, you'll find them richly pungent and spiced to your taste.

A varied array of pickles on the pantry shelves will be a welcome sight next winter. Something out of the ordinary to set in among them is apple chutney, described in a recipe elsewhere on this page, ready to be clipped, tried and filed.

Pickles add the proper "pick-up" to a quick snack, too. Cold cuts, some sliced cheese and a well-filled relish dish are the answer to many a hurry-up meal. Of course, you'll want to give your guests a choice, and following are various and

Apple Chutney

3 pounds (10 to 12 medium) green tomatoes
1 1/4 pounds (4 medium) red apples
3 medium sweet red peppers
4 medium onions
1 1/2 tablespoons salt
1 1/2 teaspoons pepper
1 1/2 teaspoons ground cinnamon
1/2 teaspoon ground cloves
2 1/2 cups distilled white vinegar
Remove stem end; cut tomatoes in quarters. Core and quarter apples; do not peel. Quarter and remove seeds from peppers; peel and quarter onions. Put all vegetables through the coarse blade of a food chopper. Combine salt and remaining ingredients; heat to boiling. Add ground vegetables and cook gently, uncovered stirring occasionally, 30 minutes. Quickly pack 1 hot, sterilized jar at a time. Fill to 1/8 inch from top. Seal at once. Makes 6 pints.

Apple chutney is a good recipe to follow in preparing something out of the ordinary for the pickle shelves.

Procedure for Processing Pickled Products

Examine tops of jars and lids to be sure there are no nicks, cracks, sharp edges, etc.

Wash jars, new rubber rings and lids with hot soapy water until thoroughly clean and rinse well.

Pack pickled product and liquid into clean jars to not more than 1/2 inch from top. Be sure liquid covers all vegetables.

Wipe top of jars free of all seeds, pulp, etc.

Place new rubber ring and lid on jar and seal as directed for the type of lid being used. Glass tops are usually preferred over wartime metal caps for strongly acid vinegar products, such as pickles, relishes, etc.

Place the filled jars on a rack in a deep kettle or wash boiler filled with hot water. The

water should come at least 1 1/2 inches above the jar tops. Add sufficient boiling water during the processing to keep it at this level. Bring the water to boiling point, cover and keep boiling for a specified time.

The exact time depends upon the particular food being processed and should be estimated from the moment the water

begins to boil after the jars are submerged in the water.

As soon as processing time is completed remove jars from water bath. Set them on several thicknesses of cloth and allow to cool in an upright position. Do not set hot jars in a draft.

Test for seal of glass-top jars after jars are cold. A tightly sealed lid can not be lifted off with the fingers. If jars are not properly sealed, the contents may be reprocessed or should be used immediately.

Wash, quarter and remove stem end from tomatoes; peel and quarter onions; wash celery; wash, quarter and remove seeds from peppers. Put all vegetables through medium grind of food chopper. Drain off excess liquid. Heat sugar and remaining ingredients to boiling. Add vegetables and boil gently 10 minutes, stirring occasionally. Quickly pack one hot, sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 5 to 6 pints.

Celery Relish

1 1/2 cups chopped green pepper (2 medium)
1 1/2 cups chopped sweet red pepper (2 medium)
3 cups chopped onions (5 medium)
2 quarts sliced celery (4 medium bunches)
2 cups distilled white vinegar
1/2 cup water
2 1/2 tablespoons salt
1 1/2 cups beet or cane sugar
2 1/2 tablespoons whole mustard seed
1/2 teaspoon turmeric

Prepare vegetables. Combine vinegar and water with remaining ingredients; heat to boiling. Add vegetables. Simmer, uncovered, 3 minutes. Quickly pack one hot sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 5 pints.

Mixed Sweet Pickles

2 quarts cauliflower flowerets
4 cups distilled white vinegar
2 cups brown sugar
4 cups white beet or cane sugar
1 stick cinnamon, broken
2 tablespoons whole cloves
1/2 cup salt
1/2 teaspoon turmeric
1/4 cup mixed pickling spices

Prepare vegetables. Combine vinegar and water with remaining ingredients; heat to boiling. Add vegetables. Simmer, uncovered, 3 minutes. Quickly pack one hot sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 5 pints.

Caesar Salad

1 1/2 cups olive oil
1/2 cup lemon juice
1/2 cup salt
1/2 cup pepper
1/2 cup anchovy fillets
1/2 cup croutons
1/2 cup grated Parmesan cheese
1/2 cup blue cheese

Prepare garlic-flavored oil by cutting three or four cloves of garlic into one cup olive oil. Let stand several hours at room temperature.

Prepare two cups crisp croutons (tiny bread cubes toasted in slow oven until browned).

Over three quarts of salad greens in large bowl pour 1/2 cup each of unseasoned salad oil and grated Parmesan cheese, and 1/2 cup blue cheese. Add

Fresh Cucumber Pickles

6 pounds (12 medium) cucumbers, washed and sliced
1/2 cup chopped green pepper
1 pound (6 medium) onions, peeled and sliced
1 1/2 cups chopped celery
1/4 cup yellow mustard
1/2 cup salt
3/4 cups beet or cane sugar
2 tablespoons mustard seed
1/2 teaspoon turmeric
1/2 teaspoon whole cloves
3 tablespoons celery seed
1/2 teaspoons powdered alum

Prepare vegetables. Blend mustard with a little of the vinegar. Add remaining vinegar, salt, sugar, spices and alum. Cover, heat to boiling. Add vegetables. Cover, quickly bring to a boil, but do not boil. Quickly pack one hot, sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 9 pints.

India Relish

6 pounds (22 medium) green tomatoes
1/2 pound (3 medium) onions
1 large stalk celery
1/2 pound (2 medium) sweet red peppers

1 medium green pepper
1/2 cups beet or cane sugar
1/2 cups distilled white vinegar
1/2 teaspoon ground cinnamon
1/2 teaspoon ground cloves
1/2 teaspoon allspice
1/2 teaspoon turmeric
1/2 teaspoon cayenne pepper
1/2 teaspoons celery seed
3 tablespoons salt

Wash, quarter and remove stem end from tomatoes; peel and quarter onions; wash celery; wash, quarter and remove seeds from peppers. Put all vegetables through medium grind of food chopper. Drain off excess liquid. Heat sugar and remaining ingredients to boiling. Add vegetables and boil gently 10 minutes, stirring occasionally. Quickly pack one hot, sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 10 pints.

Pickled Green Beans

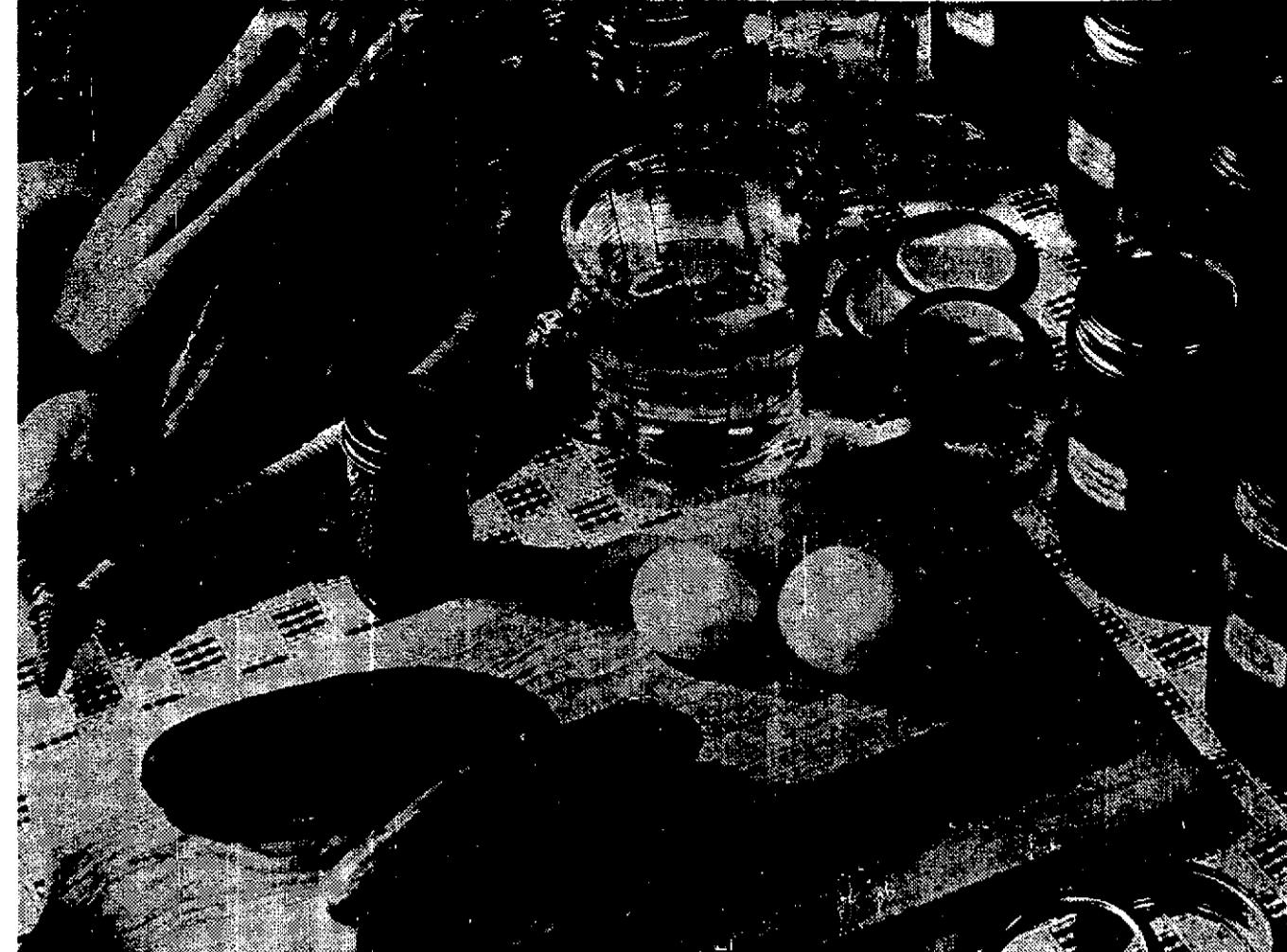
2 quarts distilled white vinegar

Be sure vinegar solution covers all vegetables. Fill jars to not more than 1/2 inch from top. Seal as directed for hot pack method for the type of lid being used. Process immediately submerged in a boiling water bath for 10 minutes. Yields 8 pints.

Pickled Green Beans

2 quarts distilled white vinegar

Be sure vinegar solution covers beans. Seal each jar immediately after it is filled. Yields 7 pints.



Pickles in wide variety can be made with modern, quick-pickling methods and laid away on pantry shelves to "age" for a tangy taste treat in winter. Many times a jar of pickles will add just the right zest to a meal or snack.

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Camera ANGLE

By The Shutterbug

HOW WOULD you photograph a flying saucer at night?

This was a matter of earnest discussion recently due to the experience of a seasoned reporter for Associated Press Newsfeatures, Saul Pett. Lying comfortably on the porch of his New Jersey home on Saturday night, he was listening to the midnight news report. His attention was idly caught by a light which came into view in the skies.

"That's funny," he mused. "No light blinking on that plane. And no sound of the motor . . . and what a peculiar glow!"

Suddenly he became alert. He followed its straight path across the heavens until it was lost from view. He noted it seemed to have depth and was lighted as though from within. He judged it was visible for about a minute, maybe a minute and a half.

When he recounted his experience at the office on Monday morning, Saul took a lot of kidding. There were varied allusions as to the state of his hearing, vision and general sobriety.

"Why didn't you take a picture of it?" someone asked him.

"Aside from the fact that I didn't have a camera loaded with film and ready to shoot," he replied, "I wouldn't know how to go about it."

That night in a report from Washington, the Air Force dis-

closed that National Airport radar operators had picked up unidentified aerial "objects" on their radar screens around midnight of the past Saturday. At the same time they were sighted visually by two airline pilots aloft.

There's no harm in giving some thought to saucer photography.

Obviously, a camera must be handy and ready for instant shooting at all times. Getting it, setting the lens wide open, the lens at infinity and preparing to shoot should be a matter of seconds only.

After discussion with several news photographers, it was agreed that shooting this luminous object at night was similar to taking pictures of an eclipse. This meant a steady support for the camera, if it were not already on a tripod.

When the camera is aimed at the sky, it would be preferable to keep a landmark visible if possible—such as a tree top, a roof, a spire. Such a relationship is valuable, later on, in computing distance, altitude and possibly speed.

THE SHUTTER could be set on time, bulb, or a one-second exposure depending on which you could operate smoothly, continuously for a series of exposures on the same negative. To avoid jarring the camera, the camera could be set on time, the lens opened. Then use the lens cap, film slide or a piece of card-

board to cover the lens at intervals. Actually, you would be plotting the course of a luminous object across the film.

Depending on the brilliancy of the object, it might barely be possible to take a single snap of the object at a 10th or a fifth of a second. It would be something to try, if time permitted, but much longer time exposures would be more likely to record something on the film.

If you wish to practice for the night when you might sight a glowing "light," nature and man have provided convenient stand-ins in the shape of the moon and passing airplanes. With the moon you can have plenty of time for un hurried preparation and calculations. Passing airplanes provide the elements of suspense and luck and will prove whether you can shoot a moving target with hair-trigger accuracy.

Of course if "flying saucers" had any consideration at all for the peace of mind of amateur photographers, they would make their appearance in broad daylight in a cloudless sky just as Mr. Shutterbug is.

Paul DeWitt won honorable mention in the recent Photographic Society of America competition.

LONG BEACH CAMERA GUILD will have color competition Aug. 20 at 8 p. m. in Municipal Art Center, 2300 E. Ocean Blvd. Visitors are invited.

Evelyn Richmond of South Bay judged the recent monochrome competition. In Class A, John Scheurer took first, third and honorable mention; John Reichard, second; Murray Schaner, honorable mention. David Newman took first and second in Class B.

COMPTON CAMERA CLUB will meet Thursday at 8 p. m. at 1021 E. Compton Blvd., Compton. . . San Pedro Camera Club will meet Friday at 8 p. m. in Anderson Memorial Bldg., Eighth and Mesa Sts., San Pedro.

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French dressing to taste, tomatoes for garnish.

Tear the cold, crisp lettuce into a large salad bowl. Toss with remaining ingredients. Serve in individual salad bowls and garnish with the fresh tomato wedges. Serves four as a main course for luncheon or supper.

Striped Tomato Salad

Remove stems from unpeeled tomatoes and make four or five parallel cuts through each almost to the bottom. Put a generous spoonful of well-seasoned cottage cheese or a slice of cheddar cheese and a half strip of crisp bacon into each cut. Serve on thick slices of crisp iceberg lettuce.

Press-Telegram Southland Magazine

New Experiment in Prisons



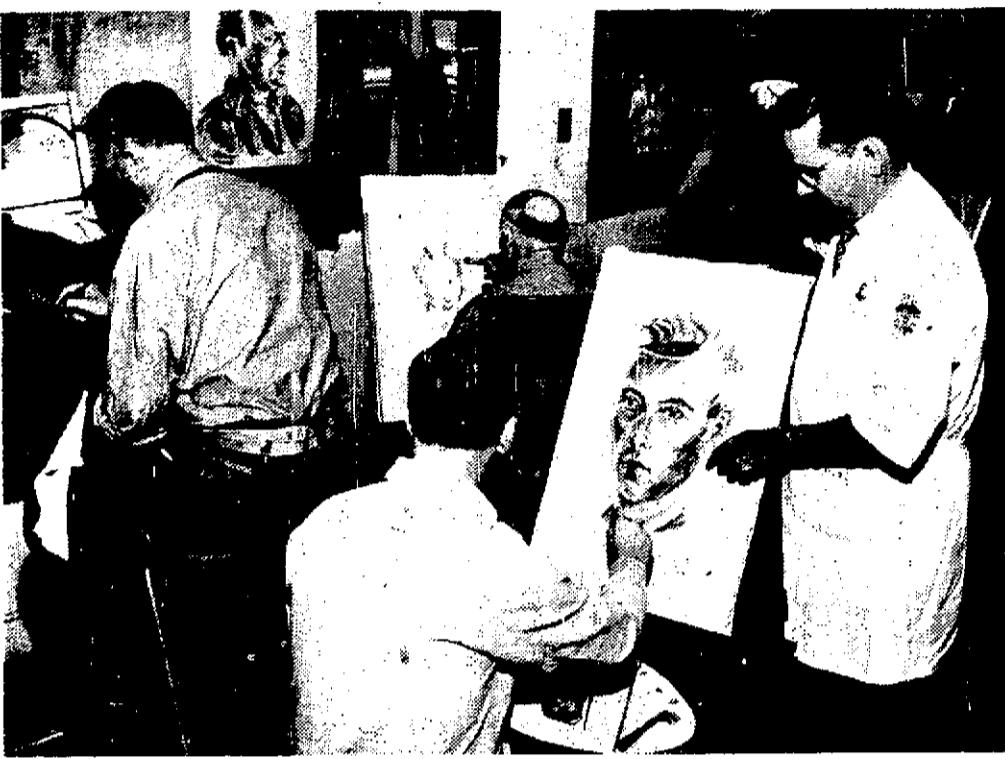
An advanced experiment in the conduct of institutions of confinement is being carried out at California Medical Facility on Terminal Island, entrance above.



Men placed in the Facility are benefited by group psychotherapy, conducted in photo above by Dr. Nathaniel Showstack, who is the clinical service director.



Superintendent of the progressive California Medical Facility at Terminal Island is Dr. M. R. King (above).



—Photos by Jasper Nutter

Painting and drawing are salutary activities for patients and are guided here by Donald G. Means (standing), director of occupational therapy at the Facility.

By Vera Williams

THEY COULD be called convicts, prisoners or inmates, but Superintendent Marion R. King calls them "patients."

In that word lies the difference between the California Medical Facility at Terminal Island, San Pedro, and other prisons of the nation—and it indicates why this hospital-prison may be destined to make penal history.

The men behind its program of rehabilitation, largely psychiatric rehabilitation, say the program being attempted here never has been done on this scale by a state before. They believe that in time it will set the pattern for the prisons of the world.

"Well, it looks like you have something," say wardens of

other penitentiaries, who frequently visit this hospital-prison set on a promontory in the harbor, looking out over the Pacific. They note a difference in the demeanor, the very appearance of the 1005 prisoners, some of whom they have known as inmates of their own institutions.

"We don't know what it is, but we feel different—not so mad at the world any more," the prisoners say.

"It's still too early to tell—it may take five or 10 or even 15 years to be sure—but we think we are on the right track," says Dr. Nathaniel Showstack, psychiatrist and director of clinical services.

The rehabilitation program, centered around group therapy, was launched by Dr. King and

Dr. Showstack when the Medical Facility was established in 1950 by the California Department of Corrections for the care and treatment of the state's men prisoners who are physically or mentally ill or both.

As indication that the program is successful, the superintendent and clinical director point out that of the 200 men released thus far from the facility, only seven are known to have since got into trouble, and of the seven only one had received group psychotherapy treatment. Also, the one man who to date has escaped from the facility now is in San Quentin earnestly writing letters trying to get back to the facility again.

WHAT is group psychotherapy and how and why does it work? It is almost 50 years old, started in 1905 by the brilliant Dr. Joseph Pratt with patients at the Boston Dispensary, now part of the New England Medical Center. Incidentally, Dr. Showstack studied under Dr. Pratt.

Persons whose mental disorders follow a general pattern are formed into a group, with a psychiatrist or psychologist listening in. The patients discuss their problems, their backgrounds, the underlying reasons why they did the things that landed them in prison.

Some talk freely and promptly; some are reticent; some never do "open up." But when they do, psychiatrists say, it is a sort of catharsis, purging their minds of the hostilities and frustrations that caused them to do antisocial things.

Group psychotherapy at the Medical Facility is on a voluntary basis. No man must participate but each one knows that if he does not, there are plenty of men at San Quentin, Folsom or Chino who would like to change places with him. And may do it.

Facility inmates range from a lad of 19, recently referred there by the Youth Authority, to a man of 85 who in 1909 was sent to prison for murder and has been in prison ever since.

INMATES range from those considerably below normal in intelligence to those with

I.Q.s of 145—which is high. While most of them are from unskilled or semiskilled labor groups, there are several teachers, several lawyers and at least one preacher in the inmate population.

About 600 of the inmates are mental patients. Of this num-

ber 100 are psychotics, and many of the rest are psychoneurotics or borderline cases.

A considerable percentage—but by no means all—are sex offenders.

Three hundred are elderly drunks, have physical disabilities; 130 are tuberculosis patients. Those

with active tuberculosis are segregated.

A certain number are painters, carpenters, plumbers, cooks and the like who are physically and mentally well, but were transferred to the Medical Facility from other institutions because their skill

and services were needed here.

Most of the men sleep in barracks, 50 cots to a subdivision. They wear blue denim jackets and trousers and blue cotton shirts. They get three meals a day. They have church services, a weekly motion picture show, education classes and a library of 6000 books.

NEW FAMILY FAVORITE— It's 3 Desserts in One!

Creamy custard, tangy fruit cocktail, and featherlight white cake—put together in one dessert that looks wonderful and tastes even better, thanks to Pet Milk!

There's richer fruit flavor in the filling, because it's made with Pet Milk mixed half-and-half with fruit juice. You couldn't make it that way with bottled milk, but you can with Pet because Pet Milk is whole milk concentrated to dou-

ble richness. So, actually, you get the concentrated goodness of two cups of milk, plus a cup of fruit juice, in the filling.

Wouldn't your family like a Fruit Custard Cake? You can make one so easily, with this Pet recipe—and at less cost, because Pet Evaporated Milk costs less generally than any other form of whole milk!



Mary Lee Taylor's

HUSBAND-TESTED

FRUIT CUSTARD CAKE

INGREDIENTS

- 1 pkg. white cake mix (see note)
- 1 1/2 cups Pet Milk
- 1/2 cup water
- 1 pkg. vanilla pudding powder
- No. 303 can fruit cocktail
- 1 cup shredded coconut

DIRECTIONS

Put cake mix into 2-quart bowl. Add half of a mixture of 1/2 cup milk and water. Beat hard 1 minute. Stir in rest of milk mixture, then beat hard 2 minutes. Put into two greased 9-in. round cake pans. Bake in moderate oven (375) until cake pulls from sides of pans or about 25 minutes. While layers cool, drain cocktail, saving juice. Add water to make 1 cup juice. Put pudding powder into saucepan. Stir in 1 cup remaining milk and juice. Bring to a boil over medium heat, stirring all the time. Cook and stir 30 seconds. Remove from heat. Cover and cool. Fold in well-drained fruit cocktail. Spread fruit mixture between layers and on top of cake. Sprinkle coconut over top. Chill 3 hours, or longer.

Note: Use well-known brands calling for milk on the package.

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Decorating the Patio Area

By Bob Gilmore



Don S. Haskett, 57 Bay Shore Ave., and his dahlias whose beauty is giving pleasure to an increasing number of people. It's easy to grow them, he says.

—Photo by Joe Risager

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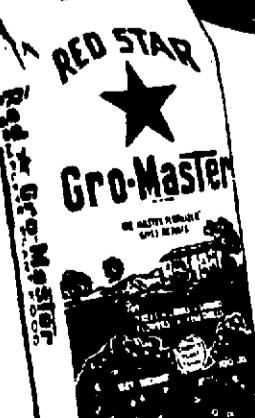
Complete Plant Food
for
Your Garden and Lawn

Garden Tips
by JOE LITTLEFIELD
Red Star Garden Consultant

Petunias and geraniums furnish lots of colorful blossoms all summer long. The hotter the weather the better they love it. You can grow them in pots and move them to desired areas of garden or patio. Keep them slightly on the dry side and they will bloom better than if kept continually moist. Best plant food for them is Red Star Gro-Master.

You'll encourage the geraniums to furnish better blooms if you pick off the old leaves and faded flowers.

These two types of plants give lots of bloom, need little care, are just what the "lazy" gardener needs for his garden. Geraniums for background planting, petunias for the border.



Red Star PLANT FOODS
At Better Nurseries and Garden Supply Dealers

Spectacle in Dahlias

By Vera Williams

PERSONS who swim or sail in Alamitos Bay or walk or drive along Bay Shore Ave. stop to marvel at spectacular display of dahlias. Each year the great, bright flowers give pleasure to an increasing number of people.

And Don S. Haskett, 57 Bay Shore Ave., smiles to himself because his purpose in raising dahlias in a 20 by 20-foot plot next to his house, plainly visible from the street and the bay, was to add to the colorful charm of the locality as well as to provide cutting flowers for his home and for his friends.

More than 60 plants grow in this rather small plot and the effect is a gigantic bouquet or a dahlia show all its own. Many of the flowers are a foot across, and colors range from white and soft pink to orange and crimson and purple. Many of the flowers have two-tone petals.

The dahlia garden is in bloom from early June until November.

"Plenty of fertilizer, deep irrigation and a temperate climate" is Haskett's recipe for

raising dahlias. After the dahlia season is over, Haskett digs a two-foot trench where he will plant dahlias next year. He puts a foot of compost in this trench, and then he adds a foot of barnyard fertilizer and soil. When the young plants are well up from the ground, they get a mulch of fertilizer, and he gives them commercial fertilizer every two weeks during the growing and blooming season.

He irrigates them deeply once a week. He is not a "sprinkling" man, he believes in irrigation that gets to the roots of the plants.

As the season advances, he goes through the bed disbudding the plants. The ideal, he says, is only one blossom on each plant.

Haskett believes proximity to the bay tempers the climate for the dahlias. Dahlias "burn" rapidly in hot, unrelieved sun, he says.

Garden Club Directory

African Violet Society: Meets second Friday of each month, 1:30 p.m., Linden Woods Inn, Linden and Broadway. Visitors welcome.

Agave Society: Club: Meets fourth Tuesday of each month, 7:30 p.m., First Christian Library, 1838 E. Third St. Visitors welcome.

American Begonia Society: Parent Chapter, First Second Tuesday of each month, 7:30 p.m., 931 Locust Ave. Visitors welcome.

American Begonia Society: Parent Chapter, First Second Tuesday of each month, 7:30 p.m., 931 Locust Ave. Visitors welcome.

Alamitos Bay Garden Club: Meets last Tuesday of each month, noon, in homes. Ph. 9-8767 for meeting place. Visitors welcome if they have reservations.

Alamitos Beach Garden Club: Meets second Monday of each month, 8 p.m., Fiesta Hall, Flummery Park, 7377 E. 21st St. Belmont. Visitors welcome.

Belmont Heights Garden Club: Meets first Wednesday of each month in homes. Ph. 9-8334 for meeting place. Visitors welcome.

California Fuchsia Society: Meets fourth Tuesday of each month, 8 p.m., Linden Woods Inn, Linden and Broadway. Visitors welcome.

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Home on a *Bayshore* Corner



—Photos by H. S. Melvin

By Margaret Pitcairn Strachan

WHEN MR. AND MRS. LYNN BARNES purchased their lot at 5558 Naples Canal there was only about 15 feet of beach—they had to fill in the property and build a seawall a foot higher than other property-owners in the neighborhood. Actually, the house is on the corner of Naples Canal and Alamitos Bay. The Barneses enjoy the full, sweeping view of the water which lies outside each room in the house—a view that includes Catalina on most days—and when they aren't absorbing this scene they are relaxing by their swimming pool, built in an enclosed court to protect it from the wind.

The Barneses planned the house themselves and have achieved a home with an air of informality which suits its location. The exterior is of slump stone painted olive green with yellow trim and the roof is of hand-hewn shingles. The upper story walls of the house



Slump stone in olive green with yellow trim and a roof of hand-hewn shingles give sparkling personality to the home (above) of Mr. and Mrs. Lynn Barnes. Matching wing chairs by the fireplace have green background, the davenport is chocolate brown and carpeting is rose-gray (top left). Beamed ceiling also is a feature of the living room (circle) where a wide stairway rises at left. Kitchen work area (center right) of the kitchen is a thing of beauty, with terrazzo marble floors and walls and a stainless steel sink. Breakfast area (far right) is furnished in maple and has an oval rag rug in tan, white and green.

are of brown and green boards of random width.

The entrance hall is unusual. The exposed bricks of the living room fireplace form one wall, on which there is a maple-framed mirror flanked by copper containers filled with philodendrons.

A 40-foot beam extends the length of the living room and

dining area—the ceiling is all of knotty pine and the beams have been sandblasted to emphasize the grain. A planter of knotty pine divides the room into the two areas and a green love seat with matching maple tables on either side of it is in front of the planter. Rose-gray carpeting is used and green. Knotty pine cabinets

cellooom. A chocolate brown davenport with bright pillows of green is opposite the fireplace.

MATCHING wing chairs are upholstered in the mill scene pattern, with a green background and the figures are in coral, gold, blue and green. Knotty pine cabinets

are on either side of the fireplace and contain bright copper pieces, pottery, record albums and books.

Maple furniture is used in the dining area and knotty pine corner cabinets have black hinges.

Mrs. Barnes has the sort of kitchen of which every woman dreams. It is divided into three areas, the service area with a washer and dryer is separated by knotty pine cabinets from the main work area, and the

stainless steel sink and more cabinets make a division for the breakfast area. Terrazzo marble in a spatter pattern of yellow, cream and black is used in the kitchen.

Green wrought-iron furniture with rose seat pads make the patio attractive; squares of grass matting on the concrete give an impression of an outdoor living room.

A handsome staircase leads from the entrance hall to the second floor. A window of

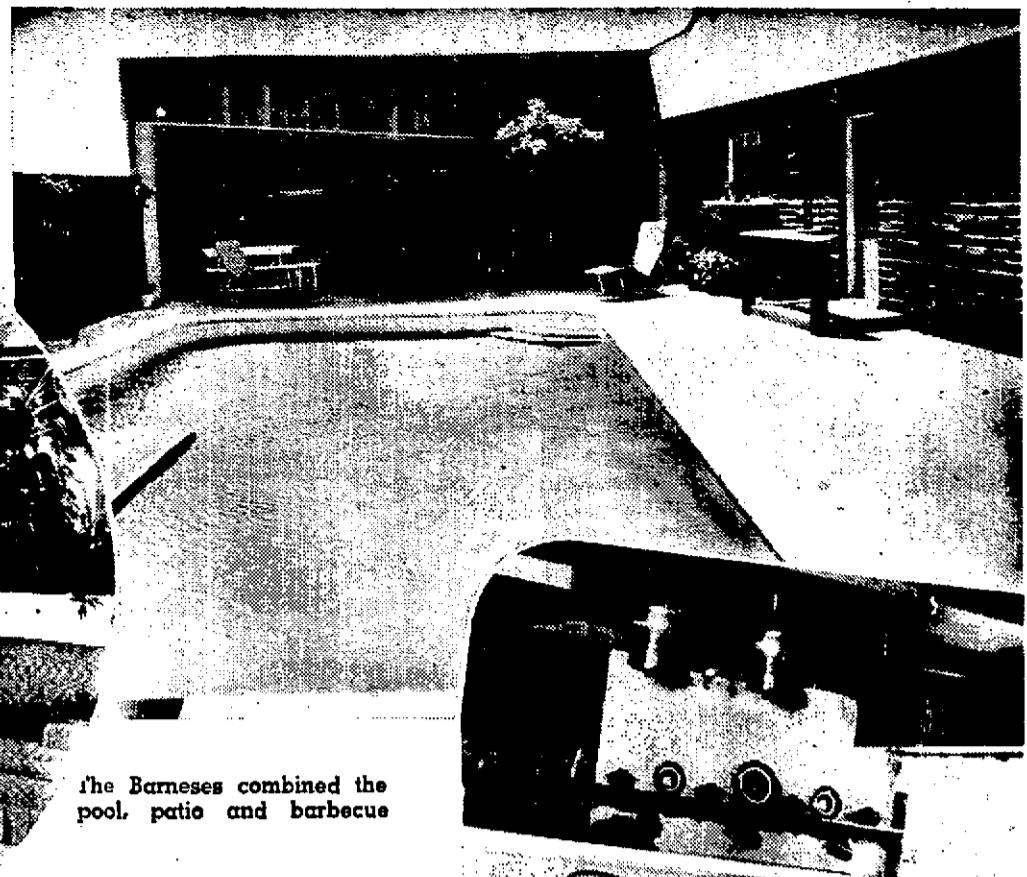
lead glass is directly over it and the bannister is black wrought-iron. A huge closet for luggage is off the stairway at the top.

THE DEN is done in Cherokee red, with the stone walls painted to match the upholstery covering of a pair of twin beds made up to resemble davenports and set into one wall. This room thus can serve the purpose of a guest room when necessary. The floor is

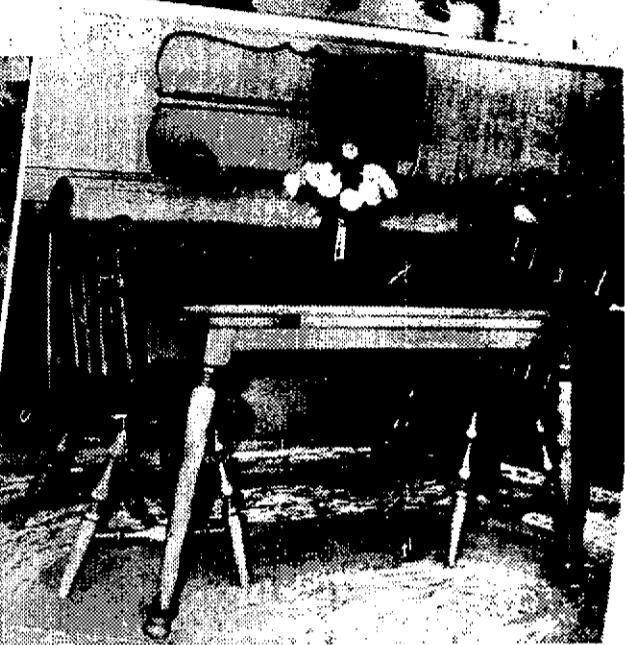
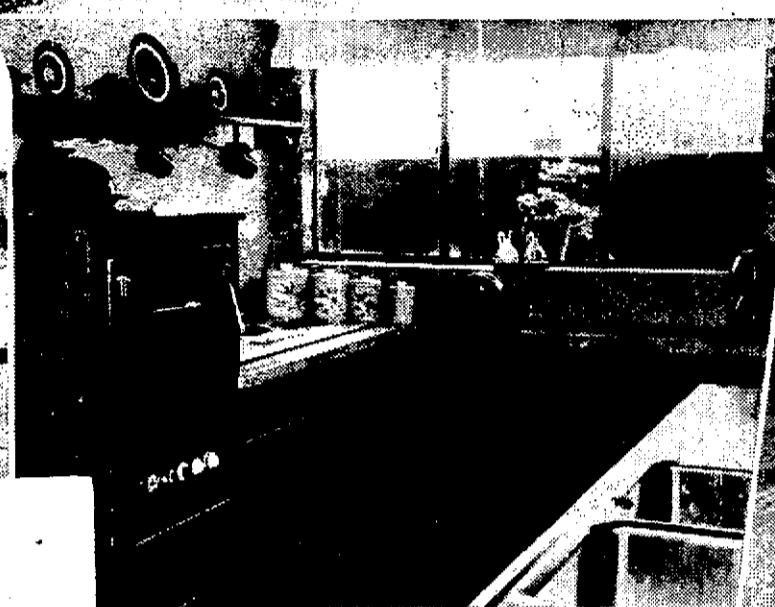
uncarpeted so that Mrs. Barnes can use her beautiful Navajo rugs of black, white, gray and brown.

The master bedroom is large, with doors leading out to an open porch overlooking the bay. The walls are bleached mahogany with wallpaper inserted between upper and lower panels.

A guest room has a pink color scheme with Grandma Moses draperies at the window and a crocheted spread on the bed.



The Barneses combined the pool, patio and barbecue



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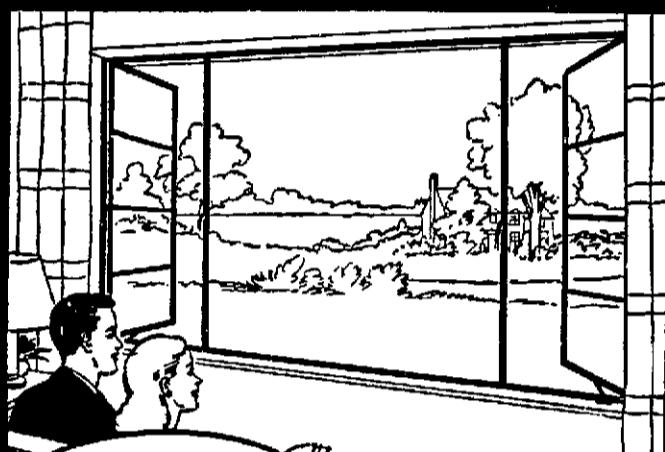
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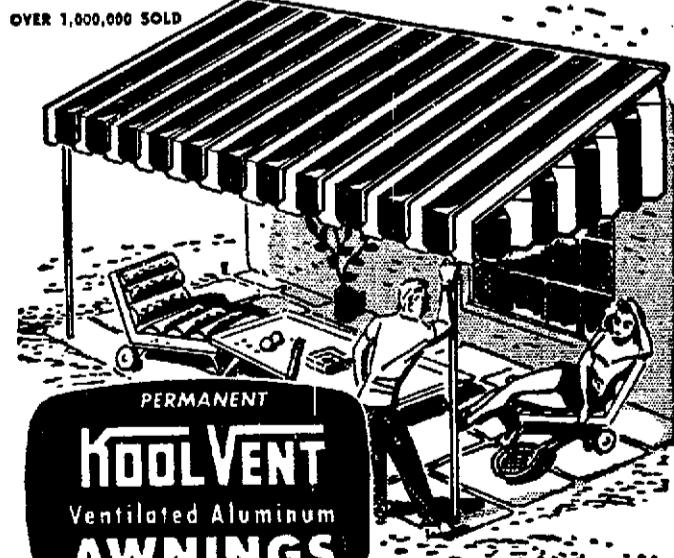
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Like the interior of an old Norse hunting lodge is this San Bernardino Mountain cabin. Fireplace view above shows how a huge boulder was left in place.

tion which has been transformed into a secluded, windless patio.

The Ortmans purchased the home from its builder, Arthur E. Scoles. A retired civil engineer who had been in the employ of John D. Rockefeller, Scoles decided upon his retirement to erect in the deep woods of the flat a lodge similar to those which he remembered from his childhood in the Scandinavian countries.

Construction was started in the fall of 1915 and he placed the finishing touches to his part in Rockwood in the fall of 1920. A meticulous bookkeeper as well as a deft craftsman, Scoles recorded that over the 5-year span he had actually put in nine months, three days and eight hours cutting, hewing, cementing and hauling.

Skills which had aided Scoles in railroad construction in darkest Africa enabled him and his wife to make use of the materials at hand to forge Rockwood. From the forest around them he selected his lumber; every wood in the mountains is represented in the edifice; sugar, yellow and Jeffrey pine, cedar, fir and oak. When a huge boulder was discovered to be blocking the construction of the exterior wall it was utilized as a part of the wall design.

SCOLES borrowed from the Norse when he treated the timbers that were to go into Rockwood. Worms were forced under the bark of the freshly chopped trees and for a year they fed in the darkness, marching back and forth. Then the bark was stripped off and the beautiful patterns etched by this vermiculation were revealed. After the stripping the heavy timbers were twice boiled in oil to prevent rot and termite infestation. Wherever limbs had sprung from the living tree Scoles merely hacked away the surplus leaving the stump to become a part of the rustic design which he was incorporating into Rockwood.

Methodically he started with the dining room, which is the highest level of the home, and



—Photos by the Author
A view of detail in cabin dining room, showing use of knotty pine and heavy beams in gaining rustic effect.

worked downhill to finish the bedroom last. The U. S. Forest Service acclaimed Rockwood as the most unique building of its type in the entire United States.

Since the Ortmans purchased Rockwood they have modernized its interior and added gas, electricity and a telephone—the latter a much-decreed concession to civilization and business urgency which neither of the Ortmans cared to make. Scoles' old wooden furniture which was in keeping with the hardy Norse traditions has been removed and replaced with Early American and Ortmans has added some hunting trophies. But other than these few touches, Rockwood remains today what it has always been—a Norseman's home in the woods, untouched by civilization, unwarmed by the moving of time.

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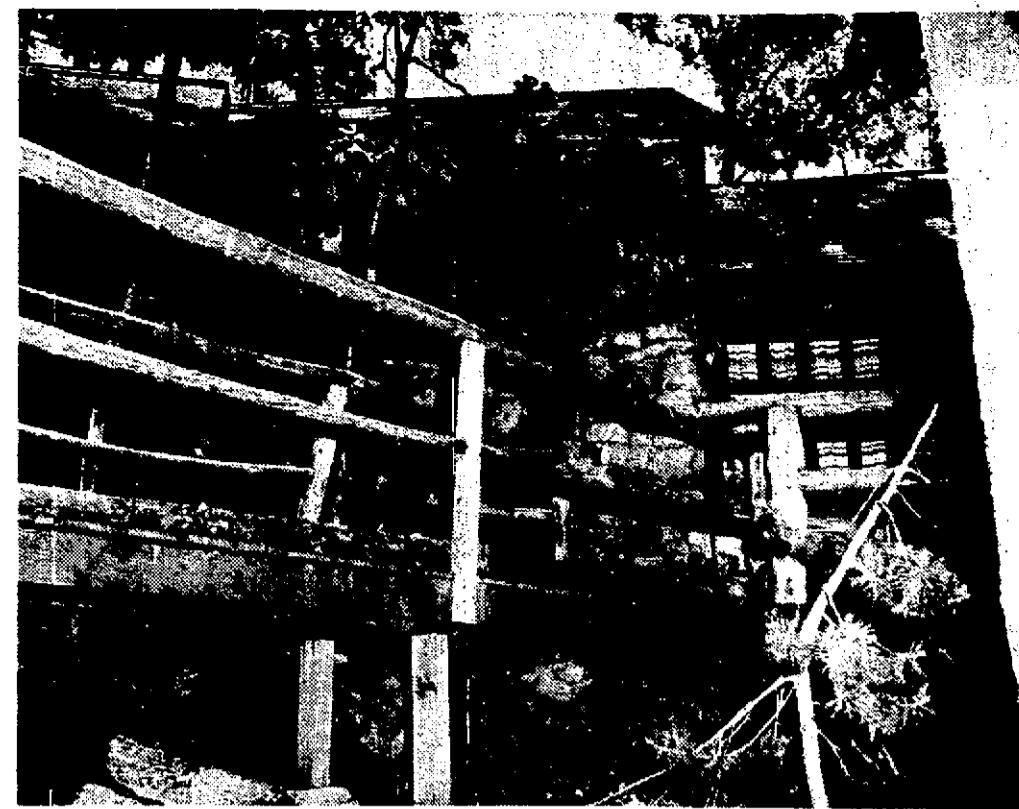


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WEEK ENDS AT HOME

This backyard set is just what is needed to make those picnics at home a huge success. The fireplace is most complete in design, and it uses wood or charcoal. Notice the storage bins and sliding grill. Patterns give list of materials and step-by-step directions, yet cost only 25 cents. If you wish to build the fireplace, order Pattern 243. Pattern 279 gives directions for making barbecue table and benches. Send all orders to: Workshop Pattern Service, Press-Telegram Southland Magazine, Bedford Hills, N. Y.

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Step-downs in construction of this cabin are shown above. Left levels are two living room units; right, a bedroom. Catwalk connects with separate apartment.

Save, Keep Cool

By P. W. Jones

These bulletins can be obtained for reference or distribution at a cost of 5 cents each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

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• by MAURIE SYMONDS
LLOYD'S OF LONG BEACH



DARE ONE FLAMBOYANT EFFECT

A roomful of exaggerated furniture may smack of the bizarre or sensational. But when just one "unusual" chair is used in a room with otherwise quiet lines, the effect can be pleasantly striking.

Some of the experiments we've seen include protruding wing of arm, free-form backs, heart-shaped love-seats, sharply sloped chair arms. Or it may be only the color that's almost "weird."

When cleverly done, these "outlandish" styles can add spice to your selection of seating pieces. But take warning, the

Lloyd's use of "exaggerated" furniture will give you valuable aid in working out your own arrangements. Please come in soon and let us help you plan your own exciting effect.



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House of Friendly Charm



Fireplace and planter under the window, both of old brick, form the center of interest in the living room of the home of Mr. and Mrs. George O'Hara and family. Furnishings impart to the room an air of friendly informality.

By Elizabeth Knight

THE GEORGE O'HARAS are newcomers to California—they came from Niagara Falls, N. Y. When they began to look for a house in Long Beach they decided they didn't want a "period" house, but one which would be friendly and casual and would suit their family of three daughters and one son. They found just what they wanted at 4420 California Ave., a house built from plans drawn by Clarence N. Aldrich, architect. It contains 1950 square feet.

The exterior of the O'Hara home is of redwood and stucco and the entrance is wide and friendly. The entrance hall is papered with a calico print and the floor is of red tile. Mrs. O'Hara uses old-fashioned



Friendly warmth marks the George O'Hara home, within and without. View above shows redwood and stucco finish. Windows are shuttered and diamond paned.

hocked rugs here and she has an old mahogany table with a gilt-framed mirror against one wall. Carved chairs with needlepoint seats complete the furnishings.

The living room, directly in front of the entrance hall, is a long room with the center of interest in the fireplace of old brick with a raised hearth. A low brick planter runs from the fireplace along the base of a picture window which looks out upon the garden. The planter is a mass of green vines which the O'Haras say visitors push back so they can use the planter as a window seat when they have a large group of people.

For draperies, Mrs. O'Hara chose a flowered design with lovely shades of lavender, rose, gold and green. Curtains between the drapes are oyster white. One wall is of knotty pine and the others a combination of the pine and a print paper with a pattern of country scenes. The colors in the paper are rose, green and beige.

A kidney-shaped mahogany coffee table stands in front of the large brown davenport. One chair is upholstered in green, another in a tan damask, a third has a needlepoint covering with a black background.

THE DINING ROOM opens from the living room and is furnished with magnolia, a wood Mrs. O'Hara has found requires little polishing—it always seems to shine—and her Crown Derby rose pattern din-

ner set shows off to advantage in the shelves of the hutch cabinet. The same drapery material is used here as in the living room.

"My kitchen is very compact," Mrs. O'Hara said, and she likes the warmth of the knotty pine cabinet with its black hinges. The exposed brick of the living room fireplace gives the kitchen a homely atmosphere also. It is a good place for Mrs. O'Hara's Revere copper to gleam forth.

THE THREE O'HARA girls have their bedroom at the

service room is beyond the kitchen and a doorway leads to the garden. Here O'Hara has planted a rose garden of Peace, Helen Traubel and Picture roses only, to create a fanciful picture of the inside of an abalone shell—colors shading from cream to pink and deep salmon, against the grapevine fencing.

The O'Haras like the friendly warmth of California after the cold climate of Niagara Falls and in their new home they have created a friendly warmth to match it.

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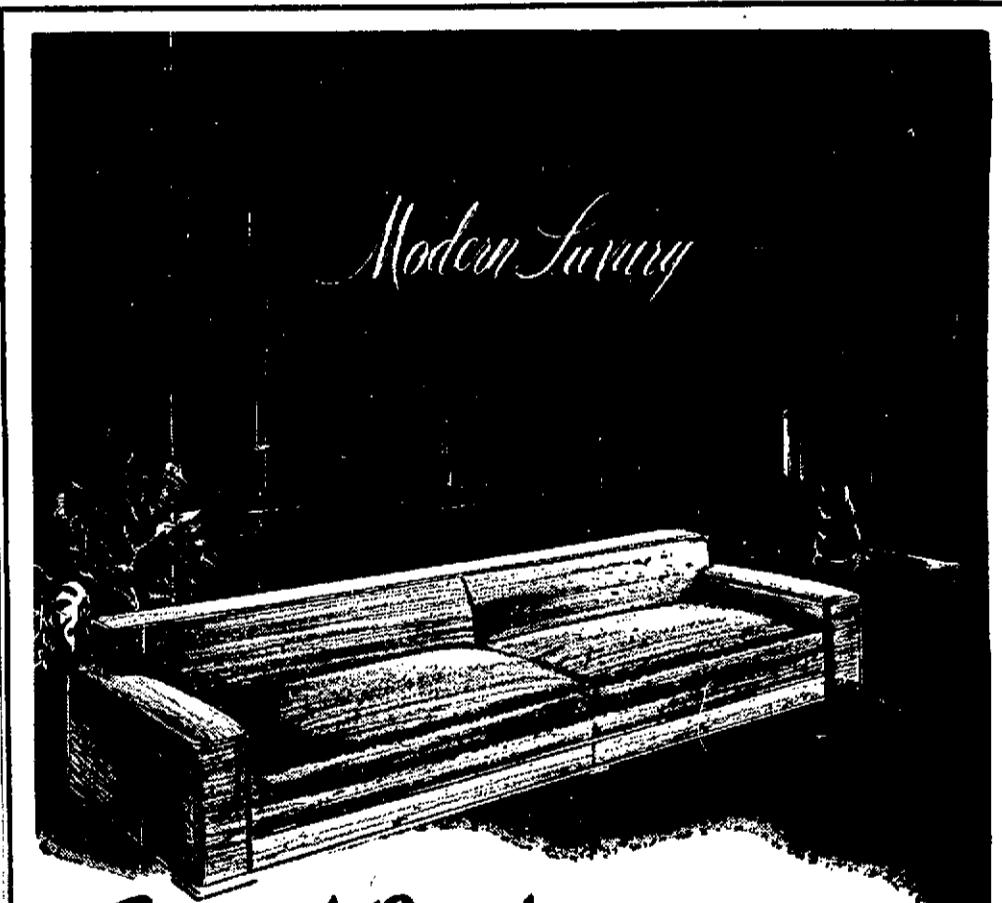


—Photos by H. S. Melvin

The bedroom of the three O'Hara girls is done in rose, brown. Unbleached muslin, plaid ruffles at windows.



Dining room draperies and carpeting are the same as in the living room and one wall is of knotty pine. Furniture is magnolia with a rich gloss finish.



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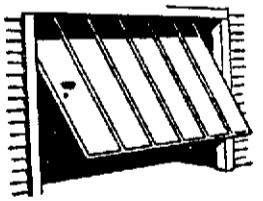
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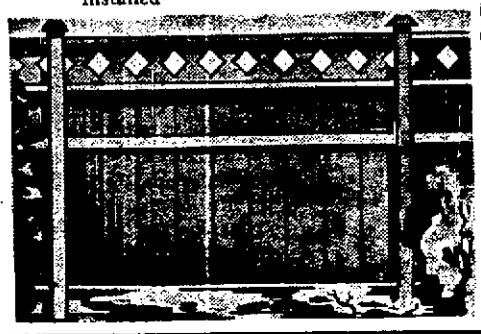
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Ghosts of San Francisco

THE WESTERN GATE: A San Francisco Reader, Edited by Joseph Henry Jackson. New York: Straus and Young. \$4.75.

By Fred Taylor Kraft
Press-Telegram Book Editor

IT IS refreshing to read a story told in a new way, doubly so when that story marches out the ghosts of the great and near great of California's golden past. Here is just such a book, the story of San Francisco told by many literary people who knew that now-glamorous metropolis before and when it was Yerba Buena, right on down into the 20th Century. Each tells a distinctive and, often, seldom-published chapter in the annals of the city by the Golden Gate, and each seems to blend into

the next as if it were written by a prearranged plan.

Editor Jackson has divided his book into four parts: "Before the Gold," "The Gold Rush," "City in the Making," and "City of Our Times." Each carries an introduction which sets the mood for and carefully explains the history of that period, and how the subsequent chapters fit in.

The first prose piece is Fray Francisco Paulo's "Founding of the Presidio," which is just about the earliest bit of writing known on the San Francisco region. It is followed by "Russia Looks at Nueva California," by none other than the Nikolai Petrovich Rezanov who figured in a tragic love affair

with a beautiful señorita. Chapters are by figures whose stars shine brightly in the saga of San Francisco — Bret Harte, Richard Henry Dana, Gen. John C. Frémont, Hubert Howe Bancroft, Mark Twain, Emperor Norton I, Ambrose Bierce, Joaquin Miller, Jack London, and many others. Some of these had not seen the light of print for many years and to rediscover them is a rare thrill.

Only Joseph Henry Jackson could have edited a book in which flows such boundless moods, such love for a city, such skill in factual reporting, such literary excellence — genius which has echoed and reverberated for more than a century.

Dress Party for Dictator

THE FANCY DRESS PARTY, by Alfredo D'Adda, New York: Straus and Young. \$3.

URITANIA is author Moravia's choice of a name for his fascist state, which is vaguely South American. And his choice of characters for this maliciously written novel include the Dictator, Fausta whom he wants for a mistress, various lovers of Fausta's who combine their assorted talents for intrigue, lust and assassination to shape a sprightly tale for the discriminating reader.

The Duchess of Corina, a wrinkled and panting woman of great social ambition, gives the fancy dress party to lure Tereso the Dictator into her social set, something quite impossible until she reasoned that Fausta might add to the lure. And a planned attempt at blowing the Dictator to pieces is only one of the bits of intrigue that fall into place as the party takes up, swells into a strange shape and blows in an unexpected direction.

The style for this type of thing is superb, a wry and subtle mockery of the human emotions that are a part of all. And the ending is a legitimate surprise and one which will strike the reader a lusty clout.

'Caine Mutiny' Still on Top

TWO IMPORTANT EVENTS in the career of "The Caine Mutiny," Herman Wouk's Pulitzer Prize winning novel, are currently being celebrated by Doubleday. This month the book has its first anniversary as the nation's top best-seller in fiction, a position it has held continuously, with the exception of four weeks in March and April, for a full year. In July the bookstore sales of "The Caine Mutiny" passed the 300,000 mark.

Novels Reprinted

Four reprinted fiction titles will be distributed this week under the imprint of Perma-books (35 cents), including Anne Powers' "Rogue's Honor," a best seller of five years ago woven around the 100 Years War.

The other pocket-size books by Perma-books: "Stronghold," by Donald Barr Chidsey; "Victory in the Dust," by Arthur Phillips; and "Trumpet to Arms," by Bruce Lancaster.

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NEWT TODD, Editor

Realtors Enter Contest

CONSIDERABLE interest has been expressed by Long Beach realtors in the entering of the state-wide contest on the subject of "My Home Town," according to Carl Crothers, chairman of the Speakers Round Table.

San Francisco will be the scene of this confab, which will be sponsored by the California Real Estate Association on Oct. 5.

Long Beach Board of Realtors President Clive Graham, left, and H. Herschel Hart, immediate past president, are shown above as they display a certificate for honorable mention from the state's council division of NAREB. The award, which was won during Hart's term as president, was for outstanding achievements in education, state, national activities.

Modern Tracts Exemplify the Postwar Housing Revolution

SINCE WAR'S end, the U. S. has learned to build houses with the same mass-production support, have had small success.)

Private industry jumped to do the enormous job. In seven years, 6,400,000 housing units went up, equaling the total of the preceding 18 years. Mass-production builders like Long Island's William Levitt, Miami's Tom Coogan, Los Angeles' Fritz Burns, and the Lakewood developers raised whole new cities by working out new techniques, standardizing doors and windows and dozens of other parts, and putting them together on the site.

They were not the only innovators. The custom builders (i.e., the higher-priced contractors who tailor a house to the tastes of individual buyers) borrowed tricks from the mass builders. Instead of putting up only a handful of houses a year, as they had before the war, many put up scores at a time.

The greatest architectural experimenters of all were the builders of modern houses. In the '30s and '40s, most modern houses were little more than

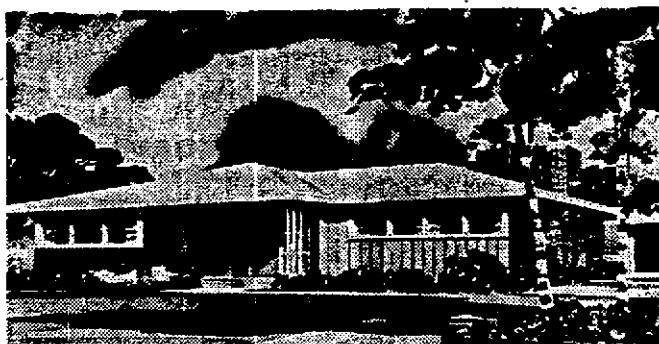
white plastered blocks with flat roofs, glass-brick walls and skillfully built-in ugliness.

Today, modern houses from Maine to Florida and California are built to please the eye. Comparatively, the number of such houses being built is small, only about 210,000 since war's end and only about 10 per cent of the 1,100,000 houses being built this year. Nevertheless they have influenced the traditional styles of the mass builders, who followed the modernists in eliminating basements, installing wall-sized picture windows, boldly experimenting with interiors.

The modern houses cost from \$15,000 to \$100,000. In a few years, barring inflation, similar houses may cost less. But so far as many architects are concerned, price is not quite as important as spaciousness and freedom. With its glass walls, the successful modern house "encloses" the whole outdoors. Said the owner of a glassy palace outside Portland, Ore.: "A rainstorm used to depress us. Now it's a show."

Homes in the newest unit of Lakewood Plaza are priced at \$12,000 each. Veterans may buy the dwellings on down payment of \$825 plus impounds and closing costs, with monthly installments of \$59 for principal and interest. Terms are also in effect for non-veterans.

Large crowds have been visiting the homes, it was reported. Still serving as the principal attraction are four model homes, each furnished in a suitable theme by the Aaron Schultz furniture stores of Long Beach. The model homes



Variety in styling is available among 29 different elevations at Lakewood Plaza, new Aldon Construction Co. development north of East Spring St. between Studebaker Rd. and Palo Verde Ave. in Lakewood District. This home is typical of the 516 three-bedroom, two-bath dwellings being built.

Lakewood Plaza Stresses Styles

are open daily and Sunday from 10 a. m. to 8 p. m.

Kitchens in the Lakewood Plaza homes are described as outstandingly designed and completely equipped. They have such appointments as birch or knotty pine cabinets in natural finish, Waste King garbage pulverators, built-in breakfast nooks, inlaid linoleum, and coved sink tops.

Living rooms are at the rear. One wall is paneled completely in ash or Philippine mahogany in rich natural finish. A wall of windows with French door opens to the terrace.

A foremost feature of each living room is an Arizona flagstone fireplace and hearth.

Basic Realty Course

FUNDAMENTALS in Real Estate is the course offered by the Long Beach Board of Realtors in the fall, for those desirous of learning the foundation on which exams are based, according to President Clive Graham.

This course is designed to assist the beginners as well as those wanting to acquaint themselves with the laws of California involving real property.

According to John Bohan, chairman, the staff will consist of attorneys, Realtors, and appraisers. Polytechnic High School is the scene of the classes to be held for a period of 10 weeks beginning on Sept. 27 in Room 421 every Wednesday night at 7 p. m.

Registrations may be made by calling the Board of Realtors at 71-8441.

Eliminate Odor

If sewer odors are noticed in the basement or utility room, it probably means that the water has evaporated from the traps under the floor drain.



Sales in excess of \$600,000 since April 15, including the sale of a \$240,000 ranch in south Orange County, is the occasion for a steak dinner given to his sales force by Frank Abbott, realtor, 9831 Garden Grove Blvd. Left to right are Tom Youmans, Florence Youmans, Abbott, Betty Zieke and Betty Abbott.

Buy in Advance

INSURANCE of advance commitments to buy FHA-insured and VA-guaranteed mortgages covering defense, military and disaster housing has been started by the Federal National Mortgage Association. It is also resuming purchase of such mortgages over the counter.

Two actions follow the President's approval of the Housing Act of 1952 which increased FNMA's purchasing authority by \$900 million. This advance commitment program expires June 30, 1953.

Three important changes from the former procedure have been announced: 1. Holders of such mortgages need no longer wait for two months before selling them to FNMA. 2.

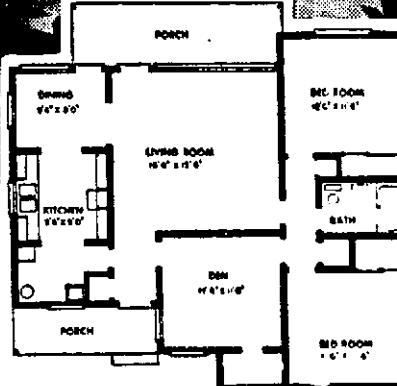
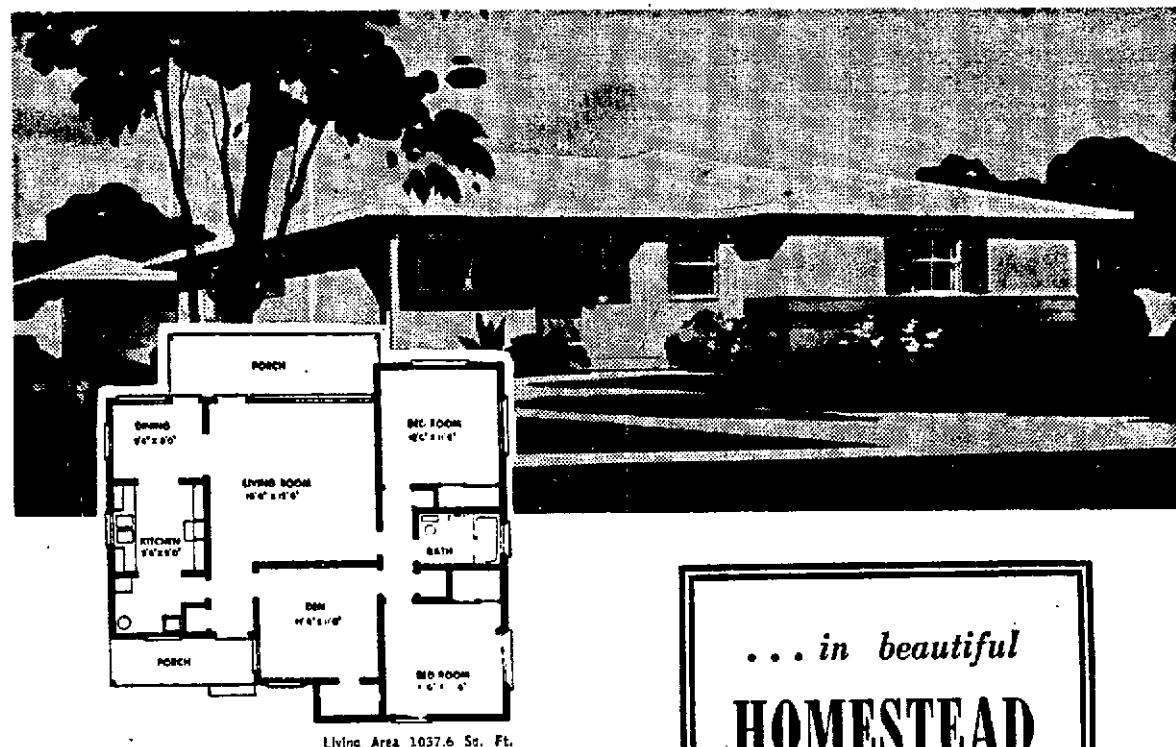
Registrations may be made by calling the Board of Realtors at 71-8441.

New Booklet on Homes Ready

"House and Site United" is the title of a new booklet prepared by the Housing and Home Finance Agency to aid homebuilders and owners to achieve better housing. Some of the factors discussed are: 1. Topography; 2. Put the Right House on the Lot; 3. Orientation for Sun; 4. Landscaping.

The booklet is available for 15 cents from the Superintendent of Documents, Washington 25, D. C.

Make your reservations now for the Greatest Dollar Values Anywhere



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3 BEDROOMS
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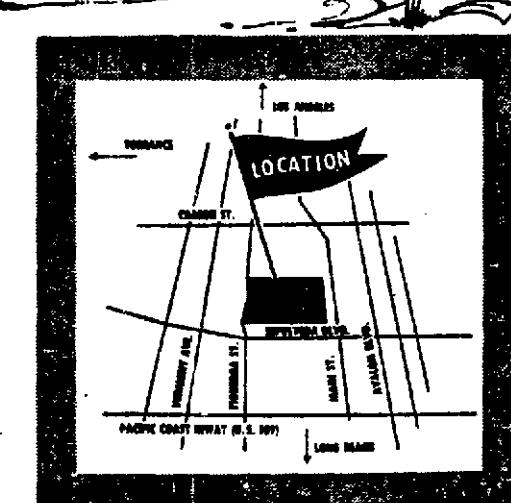
\$10,250 to \$11,750

FHA APPROVED & INSPECTED
California Veterans Are Eligible

Make your reservations
now for the Greatest Dollar
Value anywhere.

HOMESTEAD PARK HOMES

11791 GARDEN GROVE BOULEVARD
GARDEN GROVE



CONVENIENT LOCATION!
On S. Figueroa just North of Sepulveda

New school site is located within Suncrest Park. New shopping center is being created next to subdivision. Fast bus transportation to downtown Los Angeles, Long Beach, Torrance, and Harbor area.

DIRECTIONS
From Long Beach
Directly out 7th St.— $\frac{1}{4}$ mile
thru Garden Grove to tract
From Los Angeles
Santa Ana Freeway—right
on Harbor Blvd.—then
right on Garden Grove Blvd.

Another outstanding Volk-McLain development

Building Totals Up

THE MAGAZINE WESTERN BUILDING reported today that construction in the west during July was greater than that of July a year ago.

Estimated valuation of July, 1952, building permits for 271 western cities and counties was \$288,033,342. For the same month last year the valuation was \$186,096,291.

Construction of new dwelling units last month was reported as totalling 15,844, compared with 11,230 for the previous July.

The 10 cities and counties reporting the largest amount of construction last month included this community.

Long Beach reported \$5,777,275 for July, 1952; \$3,060,115 for July, 1951, and \$4,071,430 for June, 1952.



Installation of new officers of the Society of Residential Appraisers will take place at Goodwines restaurant Sept. 17. From left, seated, are Steve Spindell, secretary; Glen A. Gerken, president, and Arthur Johnson, first vice president. Standing, from left, Arthur Maspero, retiring president; James Edmonds Jr., second vice president; J. C. Hoffman and Frank Richey, directors, and Jim Mills, treasurer.

Community Development Slow

ALTHOUGH the total volume of new home production in the United States is holding close to last year's levels, economic uncertainties are slowing the pace of new community development, Joseph W. Lund, Boston, president of the National Association of Real Estate Boards, said recently.

He spoke to a dinner meeting of the Real Estate Board of Newark, and reported on data gathered in the 53rd periodic survey by NAREB of the real estate market. The survey covered 251 communities representative of all geographic regions and urban areas.

"Data of the government's Bureau of Labor Statistics," Lund said, "show that 243,000 new homes were started in the first quarter of 1952, compared to 260,300 in the same period last year. However, our own survey covering development of new suburban communities shows that land developers in 39 per cent of the communities report less activity for 1952 than took place last year. In 33 per cent of the localities, last year's level of community development is expected to be maintained. New community

development to exceed the 1951 volume is reported in 28 per cent of the communities.

"Community development, as contrasted with home building on available prepared building sites, involves long-range planning for market analysis, land acquisition, community design and site preparation. At the time government controls over real estate construction credit were adopted, there was a noticeable releasing of land options, which was the first step in slowing the long chain of activities that lead into new community development. Our current survey shows that the fear of increased emergency restrictions by government—which we now have in control over financing and use of materials—is a principal deterrent to community development.

"Commenting on the quality of current community building, reporting real estate boards indicate that site and street plans generally conform to natural topography. In about 10 per cent of the cases, reports say, land planning ignores natural contours and topographic features.

"Four of every five replies report sufficient variation in exteriors of houses in new developments to avoid extreme monotony.

"In four out of five cases, also, reporting boards of Realtors credit developers with taking care to preserve natural

improvements, as well as a trend away from standardized production-built housing, are also cited as factors in tapering down suburban community building in those areas where it has declined.

"Predictions as to future new community development generally project current experience. Stepped-up activity is expected in 22 per cent of the communities, a stabilized volume of work is forecast by 28 per cent, and a declining volume of development is expected in half of the reporting communities.

"Commenting on the quality of current community building, reporting real estate boards indicate that site and street plans generally conform to natural topography. In about 10 per cent of the cases, reports say, land planning ignores natural contours and topographic features.

"Volume of lot sales in established areas is higher than last year's volume in 36 per cent of the communities, while 45 per cent of the reports show a higher volume of activity in new areas.

"Four of every five replies report sufficient variation in exteriors of houses in new developments to avoid extreme monotony.

"In four out of five cases, also, reporting boards of Realtors credit developers with taking care to preserve natural

ONLY AFTER YOU'VE SEEN...

a Brookhurst Park home will you believe that such values are possible in this day and age. So many times you've been really impressed with what you've read, and then were disappointed with what you saw... but not when you inspect a Brookhurst home. When we say that these homes are constructed of the finest materials available... that there are all-electric kitchens... all with two luxurious baths and three or four spacious bedrooms... all incorporated into individually designed homes in a suburban setting of California eucalyptus and orange trees—then these things are here and they are yours to enjoy. Several Brookhurst Park homes are now ready for immediate occupancy... for those who appreciate better living. Starting at \$21,000. Down payments start at \$7000.

DIRECTIONS TO BROOKHURST PARK ESTATES:
From Long Beach, east on 7th St., which becomes Garden Grove Blvd. Proceed to Gilbert St., then left to 9851 Lampson Ave.

Brookhurst Park Estates
HENRY C. COX and AFFILIATED COMPANIES

Harbor Dept. Constructing Kitchen New Type of Quay Wall Is Most Popular

CONSTRUCTION of a new type of quay wall, designed specifically for the economy of materials and a better distribution of weight upon the wall's foundation, got underway late last month in Long Beach Harbor.

The wall, being built at Berth 201, Pier A, in the outer harbor, will feature a foundation just two-thirds the size of conventional walls.

Both faces of the completed wall will slope from a 44-foot base to a point where the width has narrowed to nine and a half feet. At that point, the slope will continue on the inner face, but on the outer side, the wall will be cantilevered outward for a distance of 10 feet, 10 1/2 inches.

The purpose of the cantilevered top is to confine wave thrust beneath it and to prevent swells from breaking up over the structure. This feature is particularly important, since the wall is being constructed at a site where the ocean surge is quite noticeable.

The new shape and proportions of the wall will tend to carry loading more nearly to the center of the foundation, thus inducing a more equalized settling.

The quay wall will extend for a distance of 824 feet, due north and south, at the west end of Pier A, and will feature

concrete and cyclopean rock construction.

Construction operations are directed by L. J. Sullivan, president of Johnson Western Constructors, holders of a \$677,400 contract for the project.

That company at present is dredging 91,000 cubic feet of sand at the site of the wall.

Ray Otti is project manager and superintendent of construction, assisted by L. O. Temple, project engineer, and Jack Elington, office manager.

Supervision on the part of Long Beach Harbor Department is being carried out by Charles L. Vickers, assistant harbor engineer, and Frank Cramer, chief inspector for the harbor department.

THE "LIVING" ROOM of Mrs. America is furnished not with a sofa and easy chairs but with a range, sink and refrigerator.

Studies show that the average homemaker spends about 10 years of her life in the kitchen, but seldom is that "living" room designed so that she can do her work in the most relaxed, efficient way. A family buying a home or remodeling its present one would do well therefore to measure the kitchen by these standards:

Storage facilities: Seventeen and a half to 20 linear feet of wall area, exclusive of doors, is needed for base cabinets and appliances in a kitchen with good storage. Cabinets can be put in later, but be sure now you have adequate space for them.

Work triangle: The range-sink-refrigerator triangle should be not more than 22 feet. Minimum distance between any two appliances should be four feet.

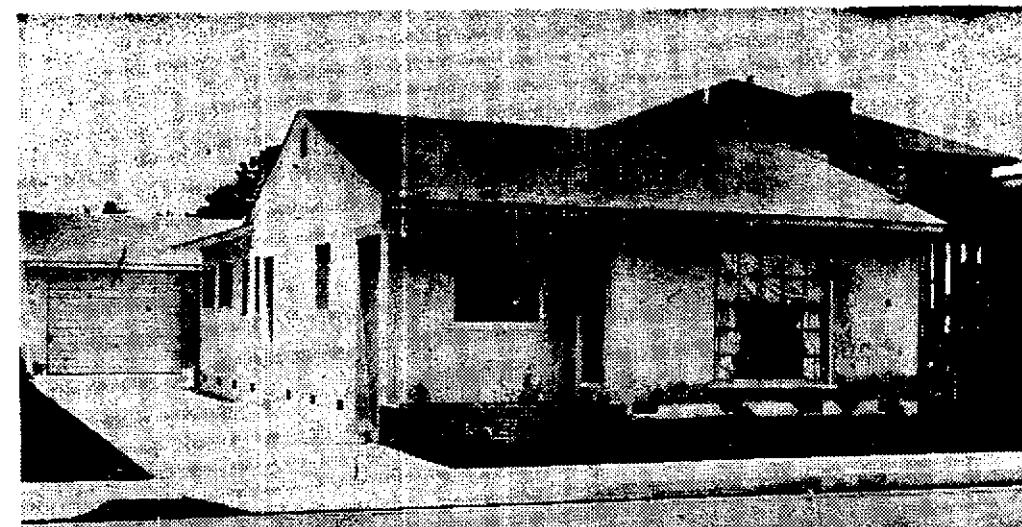
Number of counters: Counters are needed on both sides of the sink and beside the range and the refrigerator. Too little counter space makes for a cluttered kitchen.

Counter tops: Replacing counter tops is expensive. They should therefore be surfaced with such durable materials as clay tile, which won't be damaged by water or heat.

Number of doors: Doors cut up space, so if possible limit them to two.

Window area: Minimum requirement in window area is 10 per cent of the floor area of the room, but if possible make it 15 to 20 per cent.

Traffic: Study whether much traffic will cross the homemaker's kitchen work triangle. Traffic through it interferes with getting meals.



This two-bedroom home at 1029 E. Market St. was sold through the Long Beach Board of Realtors Multiple Listing Service for approximately \$16,000. Jack White was the seller and Mr. and Mrs. Delbert Donaldson the buyers. H. Adema, realtor at 5940 Atlantic Ave., handled the transaction.

To Lift Housing Credit Controls

REGULATION X controls on housing credit probably will be lifted late next month, officials contend.

The Defense Production Act says the controls must come off, or be greatly relaxed, if the rate of new housing starts falling below 1,200,000 per year for three months in a row. The number of new houses started in June was 10 per cent below that rate.

Health Center

H. Harwick is project manager and S. Hardwick is engineer on construction of a branch health center in San Pedro, for which Harwick & Son, Hollywood, were awarded the \$218,777 contract. Jim Morris is job superintendent.

Cutback on Commercial Building

PICK-UP after the steel strike finds NPA unlikely to approve a large volume of new commercial building for the first quarter of 1953, with no approvals in sight before that time. But applications may be submitted now. Officials think it's smart to get them in early. Production setback of the strike is estimated at 20 million tons, about one-fifth of the year's output.

More copper and aluminum, while steel is held tightly, is the prospect. Orders expected out soon will give builders more liberal quotas, and will virtually remove use limitations.

New copper allotments for one to four-family residential construction is expected to be 900 pounds per unit, or 1000 pounds if radiant heating is used. Industrial building will get 5000 pounds per unit per quarter, commercial, 1000 pounds per project per quarter.

Aluminum allocations will go to 275 pounds per residential unit, 4000 pounds per project per quarter for industrial building, and 2000 pounds per project for commercial building.

This is expected to relieve builders of any worries about copper and aluminum, and will permit use of these metals as a substitute for steel.

CARPENTERS BUILDERS CONTRACTORS

Full Length Roof Framer

By A. Blechers
A pocket size book with the ENTIRE length of Common-Hip-Valley and Jack rafters completely worked out for you. The flattest pitch is $\frac{1}{4}$ inch rise to each 12-inch run. Pitches increase $\frac{1}{4}$ inch rise each time until the steep pitch of 24" rise to 12" run is reached.

There are 2400 widths of buildings for each pitch. The smallest width is $\frac{1}{4}$ inch and they increase $\frac{1}{4}$ inch each time until they cover a 50-foot building.

There are 2400 Common and 2400 Hip, Valley & Jack lengths for each pitch. 230,400 rafter lengths for 48 pitches.

A hip roof is 48 9/16" wide. Pitch is $\frac{1}{4}$ rise to 12" run. You can pick out the length of Commons, Hips and Jacks and IN ONE MINUTE the cuts. Let us prove it, or return your money.

LOU'S Stationers
5649 ATLANTIC L. B. 2-5787

Life Expectancy

Life expectancy of a modern house is about 100 years. Life expectancy of a person is 66.7 years. Life average of the motor car is 8.4 years.

Along REALTY ROW
By NEWT TODD... Realty and Building Editor

AN OLD Wall Street axiom that market operators should never sell short on strike news apparently is a well-recognized business procedure in Southern California's vigorous construction industry.

June brought extremely discouraging developments for the ordinary observer of the economic scene, with work stopped on hundreds of millions of dollars worth of construction projects and the threat of more widespread stoppage from a tightening steel supply situation stemming from the steel strike. In the face of these obstacles to planning, no one would have considered a slowdown in construction projects as anything but a normal trend.

But what happened?

Southern California's new construction projects announced in June established the highest dollar volume for any June in history and the second greatest monthly total ever recorded!

This achievement is all the more spectacular from a purely statistical viewpoint, for June normally should show a decline of around 5 per cent, so that a downturn of this proportion would mean no change at all to the statistician. Actually, June's figures registered an increase of more than 18 per cent over the May total!

With a total reported construction project volume of more than \$160,000,000 in June, Southern California's total for the first half of 1952 passed \$834,000,000 for a gain of 4.5 per cent over the corresponding period of 1951. If the steel supply situation permits, the construction total for all 1952 could well sail right by the \$1,500,000,000 figure for 1951 and even pass the record \$1,650,000,000 chalked up in 1950.

Features of activity in the first six months of this year have been records set for sustained volume in various types of work. The peaks and valleys that usually characterize Southern California construction have been largely absent, and volume has shown unusual stability at high levels.

Private construction was maintained above the \$100,000,000 mark for five consecutive months. It has never been done before.

Total reported construction was above \$130,000,000 for five successive months. It has never happened before.

These trends would appear to point to the fact that Southern California is a good place for men of faith.

Also, they stress the reasons for widespread acceptance of the economic theory that the construction industry is the last stronghold of the true American enterprise system, which means bold venture for high achievement.

SEE THE HAMILTONIAN
15724 LAKEWOOD BLVD., BELLFLOWER
\$6495 ON YOUR LOT
As Low As Nothing Down

HAMLET DEVELOPMENT CO., INC.
CONTRACTORS, BUILDERS and SUB-DIVIDERS
Torrance 7-4638

Dollar Value Is Great

RESERVATIONS may be made now for a Homestead Park home, which is the greatest dollar value anywhere, according to the developers.

This 76-home tract is located at 11791 Garden Grove Blvd., Garden Grove, California. From Long Beach, a prospective buyer may drive directly out Seventh St., then 1/4 mile east of Euclid Ave. in Garden Grove.

California veterans are eligible to buy these two-bedroom homes for \$9950 or the two-bedrooms and den or three-bedroom homes from \$10,250 to \$11,750. They are FHA-approved and inspected. All utilities including sewers, water, gas, electricity, paved streets, curbs and gutters are being installed. No assessments are being levied.



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Realtors to Hear Ridder

HERMAN H. RIDDER, new publisher of the Press-Telegram and Independent, will make his civic debut next Tuesday morning at the Wilton Hotel when he addresses the Board of Realtors Breakfast Forum, according to Clive Graham, president.

Ridder will make Long Beach his home and will personally direct operation of both newspapers. He has been publisher of the St. Paul Pioneer Press and Dispatch and is president of Ridder Publications. He served with the Marine Corps in the South Pacific in World War II and holds the rank of Lieutenant colonel.

Program Chairman Ruth Lindquist will introduce the speaker, George Ditson Jones will conduct the multiple listing session, and Winnie Cross will head the reception and attendance committee.

War Contracts Break Records

THE NUMBER OF known military and naval construction contracts awarded in the last month of the 1951-52 fiscal year throughout the southwest broke all records for any defense effort, and the dollar volume soared to the highest level since July last year for the second greatest total since start of the Korean war.

Known contracts for work in the southwest in June totaled \$26,216,156 for 173 projects, a daily average jump of 294 per cent above the May total of \$6,905,723 for 51 projects. Southern California continued to lead all areas in known contract awards, with a June figure of \$24,292,286, which was a spurt of 257 per cent above the May total.

It is inadvisable to "under-flue." In building a new house, it is prudent to specify an all-purpose chimney suitable for any type of fuel. One of the newest developments in chimneys is the prefabricated chimney which is adaptable for the combustion of any fuel.

Just before going out of office, the old Wage Stabilization Board decided to recommend to the incoming board that home builders be permitted to pay in excess of area ceiling rates to key men.

Not Exempt From Wage Controls

EXEMPTION from wage and salary controls provided for businesses with eight employees or less will not apply to such small business in the building and construction industry.

Small business exemption from the wage stabilization control was included in the new Defense Production Act. However, the act authorized the President to make certain exclusions from this exemption.

The Economic Stabilization Agency announced nine categories of small business that will remain subject to the control. They include enterprises in the building and construction industry and those (other than banks, building and loan associations, or savings institutions) which derive more than 25 per cent of their business income from dividends, interest, rent, or royalties.

Just before going out of office, the old Wage Stabilization Board decided to recommend to the incoming board that home builders be permitted to pay in excess of area ceiling rates to key men.

Now Open for your inspection
The Forecaster . . .

... the home with a future

See it today . . . completely & beautifully
furnished by Frank Bros.

SEE THESE LUXURY HOME FEATURES:

- Wood-burning Fireplaces (also piped for gas)
- Entry Hall
- Beautiful Hardwood Floors
- Coved Ceilings
- Lots of Real Tile
- Some Stain Showers With Glass Doors
- Wood Paneling
- Electric Bathroom Heaters
- Thermostatic Heat Control
- Garbage Disposals
- Large Landscaped Lots

from \$11,475 to \$12,500

W. H. BECK REALTY CO.
For Information Call LOS 5-3405
Evenings Call NEVADA 4-5322

COLLEGE SQUARE

Long Beach at Artesia Blvds.
Located Block west of Long Beach Boulevard on Artesia (adjacent to the new multi-million-dollar Junior College Campus) and convenient to the new Harbor Freeway.

13

As We Hear It

By the Classified Ad-Visors

HOME SWEET HOME—Mr. and Mrs. William Zoeller have returned from a 25-day, 4524-mile vacation trip. First destination was Las Vegas where they made the "usual donation"; a day at Flagstaff, through Albuquerque on to Santa Fe. At Trinidad, Colo., where Zoeller was raised, they renewed old acquaintances. A couple of days at Colorado Springs and environs enjoying different resorts including Garden of the Gods, on to Denver and more friends. Salt Lake City through Idaho into Portland to spend a week with Mrs. Zoeller's mother, Mrs. Hannah Carlson. Visiting brother Ralph Zoeller, who is in the real estate and insurance business in Weaverville, more friends in Fair Oaks. Two days in Watsonville and another brother, Curt Zoeller, a builder. To Big Sur Lodge enjoying a two-day visit in the redwoods. Then to Santa Barbara to visit Mrs. J. H. Cooley, Bill's sister, then home. A vacation well enjoyed.

Have fun Bedfords — A. Bedford, Mrs. Bedford, and daughter Margery, leaving for an extended vacation in Oregon. Will visit daughter, Mrs. L. Krieg of Salem.

The travelers return after a month's vacation touring the states. Harvey E. Miller, (810 American Ave.) wife Lois and daughter Sheryl have returned. Now all three offices will be open. Eighty-six dollars on three trips, one each week. "Cheer up fellows," says Dick, "maybe you're next."

Vacationists Return — Mrs. J. C. Thalia Hullum, associate of Hal Freeman, 190 Santa Ana Ave., her husband and sister, Mrs. Robert Toland and daughter Ann, have just returned from an extended Oregon vacation. Upon returning a surprise visitor awaited them — Mack Hullum, their son, a prominent architect in Tulsa, Okla., dealing exclusively in large homes. He will be driving Mrs. Toland and daughter Ann back to Tulsa where a lovely home is being completed for Mrs. Toland designed especially for her.

Talking about "Rainbows Around Your Shoulder," Dick Racine chased albacore on big boats, little boats and almost swam seeking to win a jackpot. He said lots of 15 and 20-pound fish were caught—but no prize. However, two weeks ago Dick won \$15 with a 20-

pound fish, last week \$39 with a 39-pound fish and this week \$32 with a one-pound kelp bass — only pan fish caught that trip. Eighty-six dollars on three trips, one each week. "Cheer up fellows," says Dick, "maybe you're next."

M. W. Mitchell, real estate salesman, associated with James P. Kelly at 1240½ E. Fourth St., recently returned from a trip to his former home town of Champaign, Ill. While in Champaign, Mitchell disposed of his extensive business and property interests, and then flew his own plane, a four-passenger Stinson Voyager, back to Long Beach. Mitchell will use his plane here in connection with the large volume of real estate business being handled by Kelly throughout California and the neighboring states.

Statistics

Every minute in the United States two houses are completed, seven babies are born and 10 automobiles are produced.

ACTIVITY in engineering construction throughout the southwest (Southern California, southern Nevada and Arizona) during July failed to follow the usual pattern of strong expansion in the first month of the new fiscal year for various governmental agencies. Instead, the trend was sharply downward, with seasonally adjusted figures slumping to the lowest level since January, 1951.

Modernize with TILE SHOWERS BATHROOMS KITCHENS
Many Colors

DURATILE METAL WALL TILE INDIVIDUAL TILE
Baked-on Finish — 40% Less

\$49⁵⁰ SPECIAL

DURATILE ASSOCIATES
Licensed Contractor
723 East Pacific Coast Highway
Phone 7-1237

CERAMIC TILE CLAY TILE DRAINBOARDS—PULLMAN'S WALLS—FLOORS

\$49⁵⁰ DURATILE installed above recessed tub 4-ft. high, 2½-ft. deep, 5-ft. wide.

Metal Tile for Self-Installation, \$2c sq. ft.
We Invite You to Visit Our Display Room
Asphalt Floor Tile—Rubber Floor Tile

CUSTOM FIT SHOWER DOOR . . . 29.50
Free Estimates—FHA Terms—No Down Payment—
36 Months to Pay

Finest Homes Ever Built!

MEANS

2-BATHS 3- BEDROOMS **\$825⁰⁰ DOWN** **\$59⁰⁰ MO.** **Never again at these low prices and terms**

Plus Impounds & Closing Costs

EASY TERMS FOR NON-VETS

Birch or Knotty Pine Kitchen Cabinets

Living Room Wall Paneled in Ash or Philippine Mahogany

Arizona Flagstone Fireplace and Hearth

Wall of Windows Opening on Paved Terrace

Waste King Garbage Pulverator

Custom Styling — NOT Tract Uniformity

4 Exhibit Homes
furnished by Aaron Schultz of Long Beach
10 a. m. to 8 p. m. Daily & Sunday

LAKEWOOD PLAZA
6500 E. SPRING ST. 1 Mile East of Bellflower Blvd.

Los Angeles
Go south on Bellflower or Lakewood Blvd. to Spring St., then west to Lakewood Plaza, then turn east to Lakewood Plaza.

Long Beach
Enter Lakewood Blvd. at traffic circle and go north to Spring St., then west to Lakewood Plaza. Or go north on Bellflower Blvd. at Naval Hospital to Spring St., then east to Lakewood Plaza.

Watch for the 7-story "HIGH SIGN OF VALUE"

Aldon-Built Seal of Merit

11 3/4 Shopping Hours Monday for Your Shopping Convenience! 9:30 A.M. to 9:15 P.M.

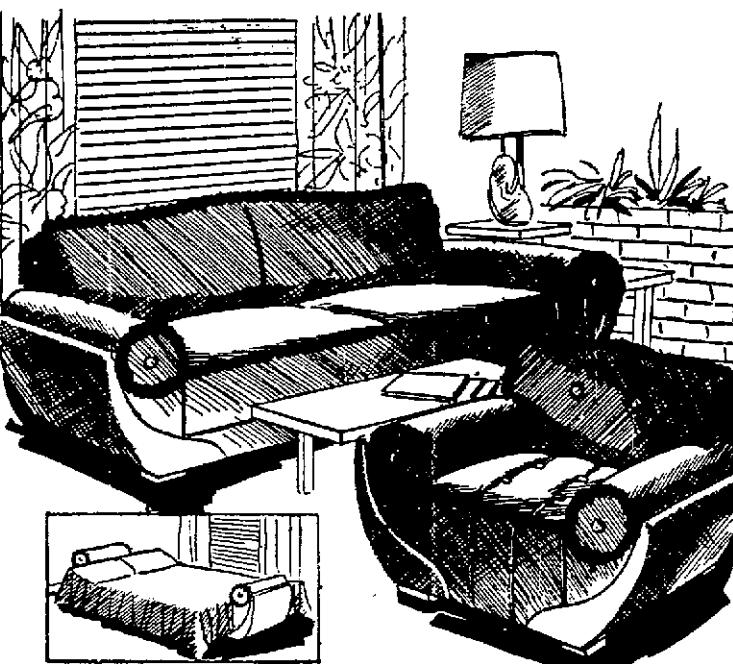
SEARS
Long Beach

SALES for HOMES

Save \$10! Ultra Modern Regular
199.95 Divan Sets
189.88

Only
\$18
Down

The finest modern styling plus luxurious comfort is yours in these handsome pieces. Unusual styling with heart-shaped back on divan and chair. Covered in new boucle with moss trim. Lets down into restful bed. Luxuriously comfortable for sleeping or sitting. Large bedding compartment.

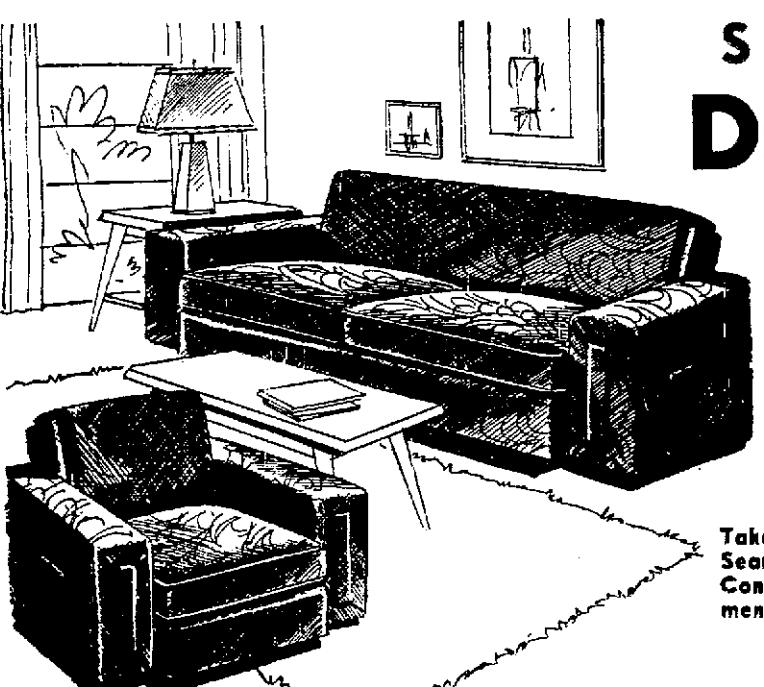


Save 19.62! Regular 219.50
Davenport and Chair
199.88

Only
\$20 Down
Sears Easy
Terms

Sturdy construction throughout for years of service. All hardwood frames. Reversible spring-filled cushion in chair, extremely comfortable for sitting. Extra-wide arms for modernistic smartness plus added comfort. Choice of beautiful Harmony House colors.

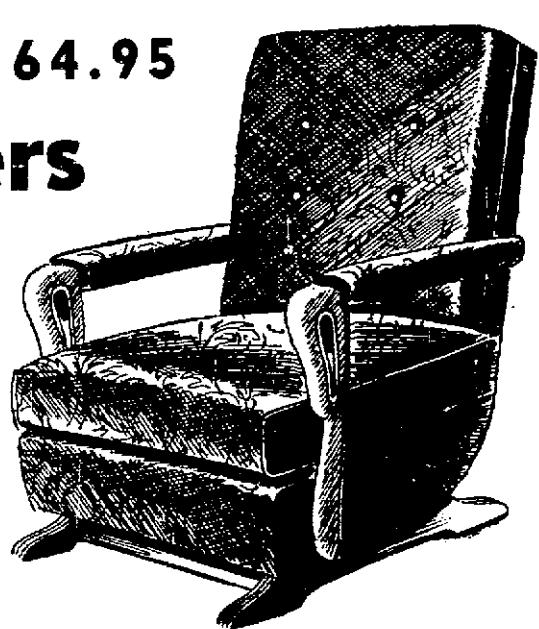
Take advantage of
Sears easy terms.
Convenient pay-
ments!



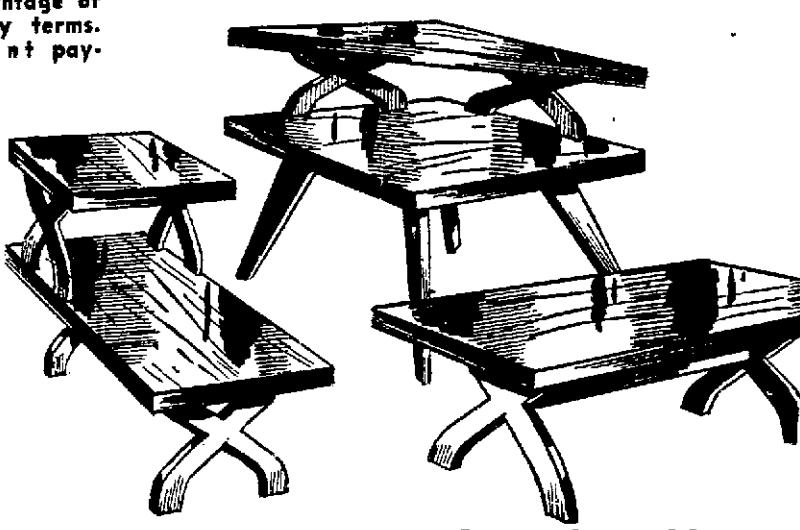
Regular 64.95

Rockers

47.88



Modern style with frieze cover in your choice of colors. Sturdy hardwood frame. 1 1/2-inch latex seat and back. Blond or walnut finish.

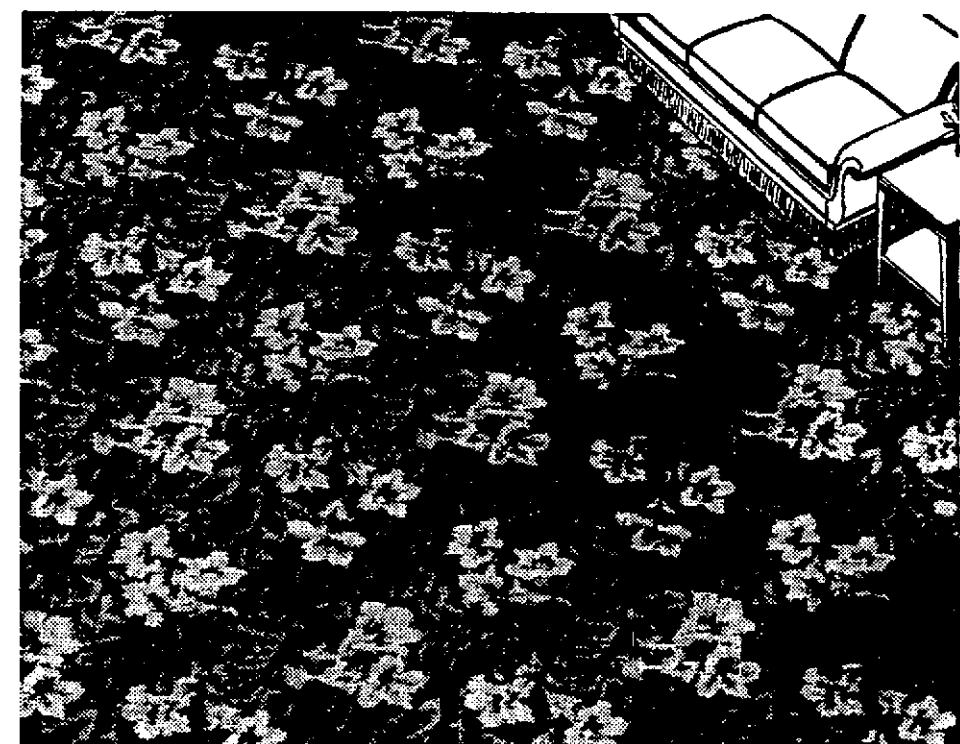


Regular 24.95 Cocktail or
Occasional Table

18.88

Note the modern, unusual leg design. Rich, one-piece veneers on solid oak. Hand-rubbed, satiny finish.

Matching Corner Table, Regular 29.95 **24.88**



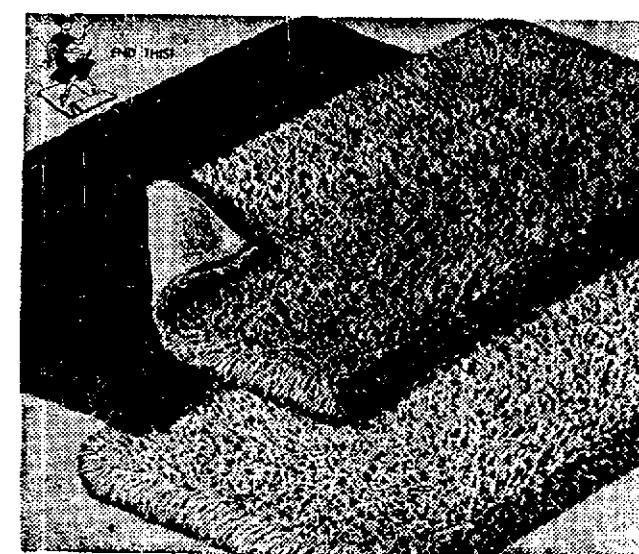
Reg. 5.50 Harmony House
Wool Carpet

Special 4.88

sq. yd.

Choice carpet wools and wonderful carpet rayons are blended to exacting proportions. New luster and beauty! Clear, rich colors are flattering. An attractive pattern that will enhance the beauty of your home. Looks beautiful, stays beautiful! Sold by the square yard or made into room size rugs. 9-foot widths.

Save! 24x36-in. Regular 1.98
Cotton Looped Rug



1.77

All new, tightly woven cotton to give good wear. Wonderfully soft, fluffy to walk on. Skid-resistant rubberized back grips the floor. Your choice of green, blue, wine, rose, or white.

Liberal Trade-in Allowance on
Kenmore Vacuum

39.39

with your
old machine

- Work-saving attachments for every purpose.
- Dust bag in front for easy emptying.

Why put up with an old cleaner and risk possible rug damage? Breeze through your house-cleaning with a Kenmore. Every attachment for your work-saving convenience. Dust bag is in front for easy emptying. Handy foot control, sealed lubrication. Trade in your old vacuum on this powerful Kenmore cleaner today!



Television Lamps

4.98

Dark green or chartreuse ceramic planter TV lamp in shiny brass-plated metal frame. Price without plant.

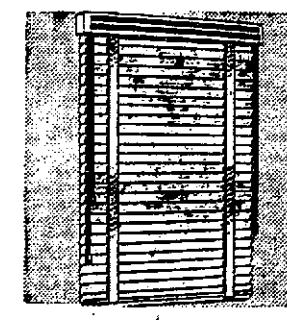


Fluorescent Lamp

6.88

Sturdy steel body with baked-on enamel finish. Parchment brown or Dawn grey. With 18-in. bulb.

Prices Reduced! 3.49 Ready-Made Venetian Blinds



1.66

18x25-in.

Harmony House stock sizes with "U"-shaped steel designed channel head. 2-inch steel slats with baked enamel finish. Worm gear filter, positive action lock. Size 27x36-in. Regular 3.98 **2.66**